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Homes of Comfort

STANDARDIZED TO AVOID WASTE



AMERICA'S BEST PLANNED SMALL HOMES

Washington, D. C.

STANDARD HOMES COMPANY

Raleigh, N. C.

Blueprints Available Through
Your Local Dealer, or Direct

Complete Plans
In Duplicate **\$20**

GATE CITY SAVINGS & LOAN ASSOCIATION

Established 1903

Telephone 5189

Greensboro, N. C.

108 S. Greene St.

INFORMATION ABOUT STANDARD HOME PLANS

The houses featured in HOMES of COMFORT offer the very best in well-planned small residences. The exteriors selected and the floor plans offered give, we believe, the most practical group of homes in the low-cost field. While the book may not include any "Dream Homes", each design offered can be built economically enough, and will carry sufficient loan value to make your own dream of owning your home a reality.

Care has been taken to include in each design all the necessary items to make it a livable home. However, room sizes have been reduced and non-essential items have been omitted until the houses can be built at minimum cost. Too, many items have been omitted that add to maintenance cost from year to year, and which do not increase the loan value on your home. These items, such as porches and garages, can be added later if desired.

HEATING. To hold down the initial cost of the houses, we have shown in most instances floor furnace heat. In several designs, you will find space in the central hall for a space heater. In other designs, you will notice "future furnace" space so that a "High-boy" type furnace can be used. Also on all the designs, a "horizontal" furnace can be used under the floor to give forced warm air to all the rooms. You are limited in heating only by the amount you wish to invest now.

Materials can vary on the plan you select. Even if the house is shown in brick, you can build it in siding; or if shown in siding, you can build it in brick or concrete block. We furnish the plans for any of the materials at no additional cost. If you wish to build your house "in reverse", and in a material not as it is shown in the book, we can still furnish the plans at four sets for \$30.

COST OF HOMES differ widely over the area we serve. They will vary substantially in your town—quite a bit with each builder, and some with each customer—depending on availability of materials and labor, and what is expected in each case. Your local Loan Company or Building Supply Dealer will be glad to give you the name of builders who can discuss your needs with you. However, most will be reluctant

to spend time talking until you know what you want; and none will be able to give you worth-while prices until you give them plans and specifications.

Each floor plan shows the **square footage** of the house, with porches and stoops shown extra. While these figures will assist home-seekers in judging the comparative home sizes (and most anyone in the trade can give a local loan or construction price per foot), this method of estimating is highly unsatisfactory, as any experienced loan man or builder can quickly show you.

Complete Plans and Specifications, available by return mail, will be found of special value in securing really worth-while cost estimate, loans or contracts—or getting started in a hurry. Our **plan exchange privilege** is an extra service to assure your getting a home to meet your needs.

Our plans cover all items normally required by any builder or lending agency. The **Foundation** shows the location of walls, piers, flues, girders and joists—including sizes. The **Floor Plan** gives the location of all partitions, rooms and closets—window and door size and location, plumbing fixtures and electric outlets, kitchen cabinets and equipment layout. **Elevations** show the four sides of the house, so you can view it from all around. Details include construction items from foundation to finish—footings, wall sections, framing, roof, boxing and cabinets.

Money orders or checks may be included with your order, or you can request that the plans be sent C. O. D. If, upon examination, plans are not satisfactory, you may return them in **10 days** for a cash refund or free exchange. Plans kept longer than 10 days, or used for securing loan or building estimates, may be **exchanged** for other plans for only \$5 and there is no time limit on exchange of plans as long as they have not been used for construction.

STANDARD HOMES COMPANY
Box 1919 Raleigh, N. C.
Telephone Orders: Call Fuquay-Varina 246-W

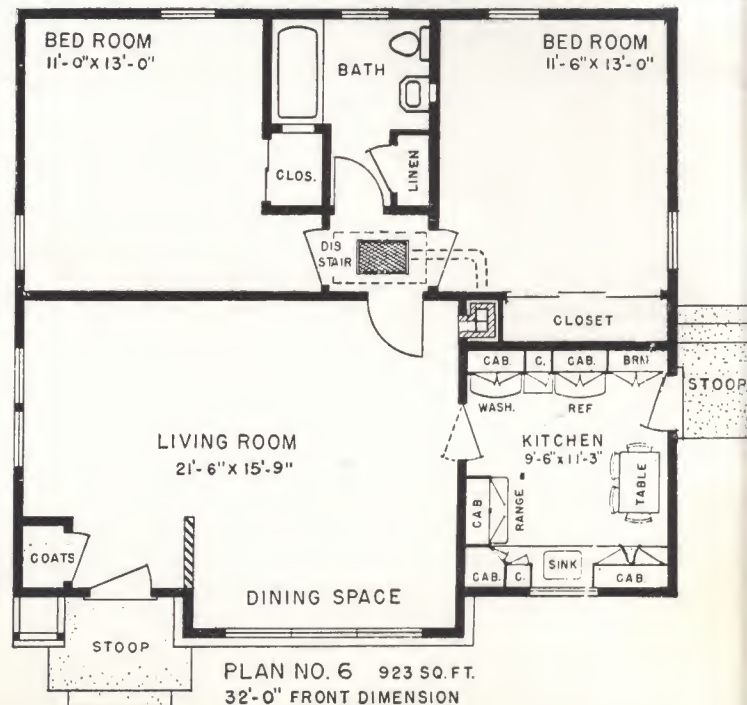
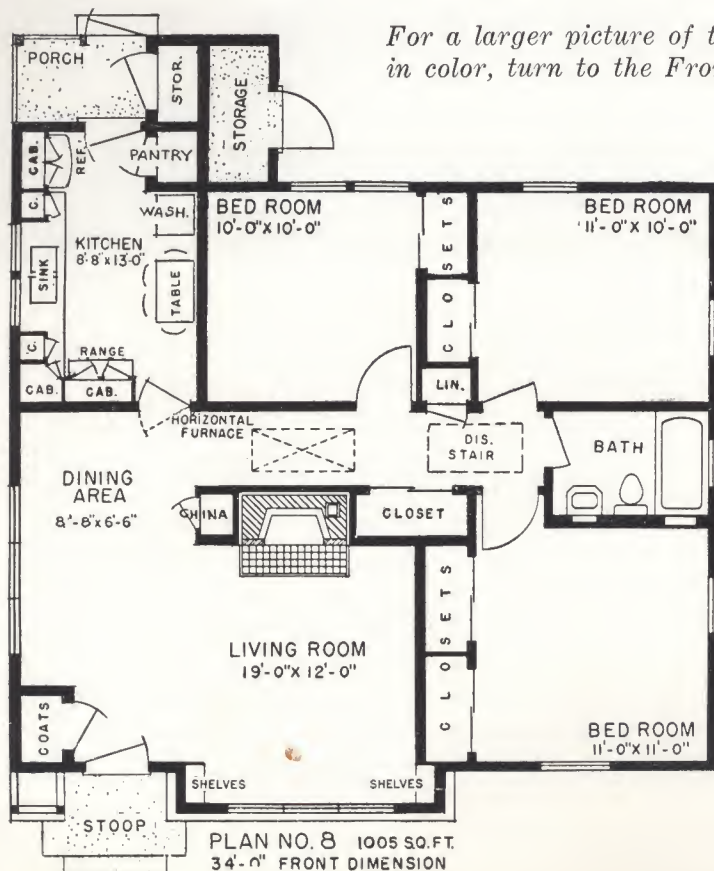
To secure prompt receipt of correct plans, give:

Name of house..... Plan No..... Size..... Material to be used..... Reversed.....
Also, give complete address with street or box number.

The MORGANTON

The MORGANTON has the appeal of the "new look" added to something we've learned to like. The plans shown will help many to make this their home.

For a larger picture of this home in color, turn to the Front Cover.

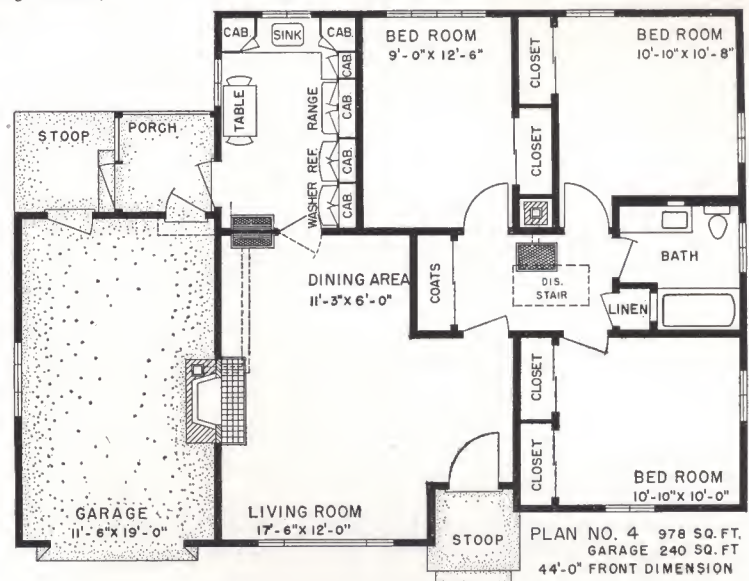
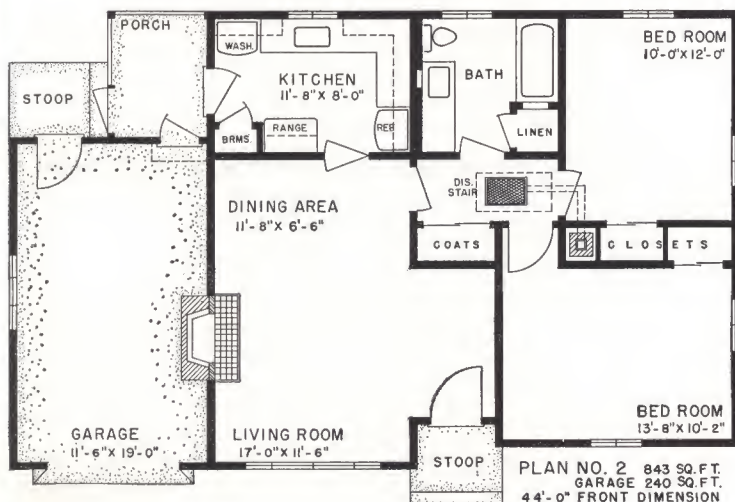




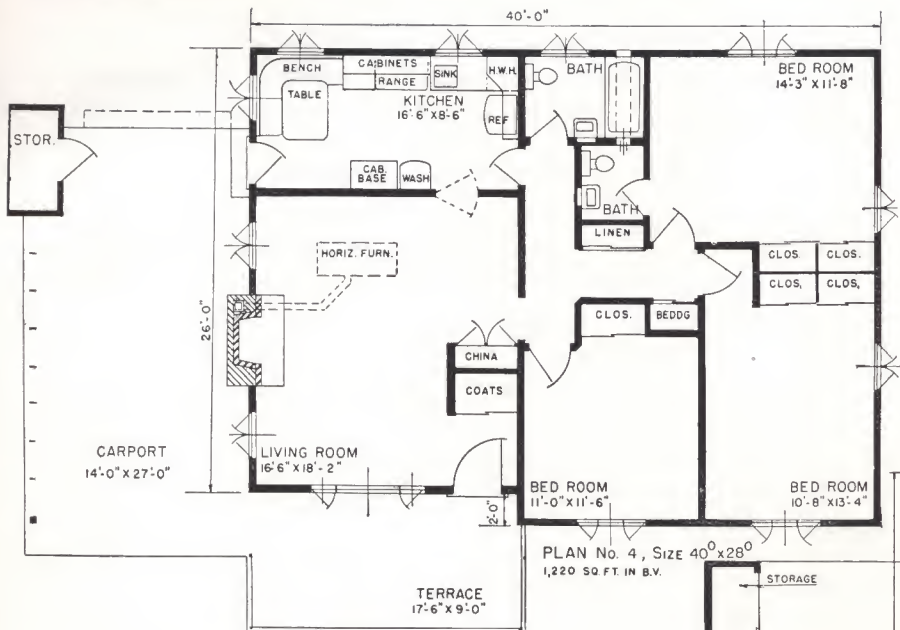
THE SCRANTON

The SCRANTON has about as much of the "rambler" look and "ranch house" spread as can reasonably be squeezed onto a sixty-foot lot, with proper side lot clearance. But the plans shown were laid out with economy in mind.

For slightly larger plans showing Entry, Separate Dining Room, and Inside Stairway to Basement, ask for Other Plans.



All plans shown in this book will be furnished drawn up for Siding, Brick Veneer,
Brick Veneer with Tile or Block "back-up," or solid Block construction on order.



BREEZEWAYS AND GARAGES

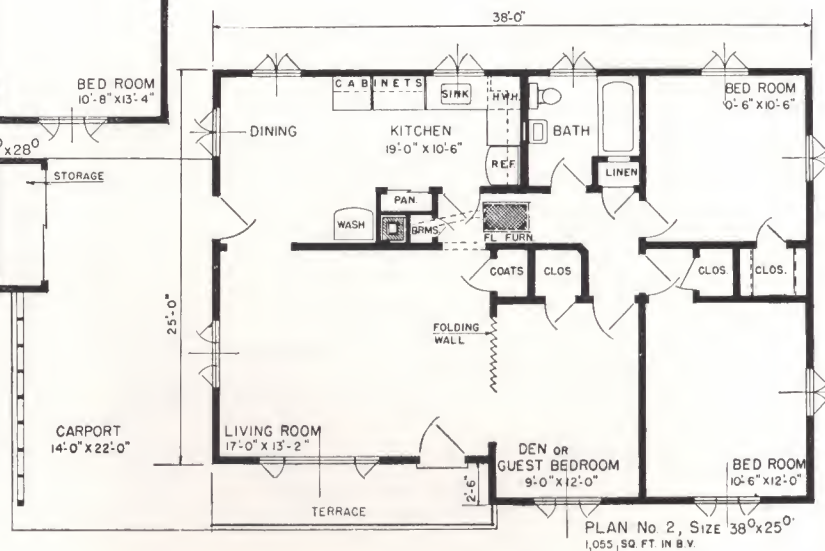
These additions are seldom shown on stock plans, due to the extra wide lots required.

Realizing the need and increasing acceptance for highway-side homes we will add a Breezeway and Garage of any size or direction of entrance to any plan for \$7.00.

Where we have had a previous call for such Breezeway and Garage, and you can use the plan as we have it, we will make shipment by return mail at only \$2.00 addition to stock price.

The MARION

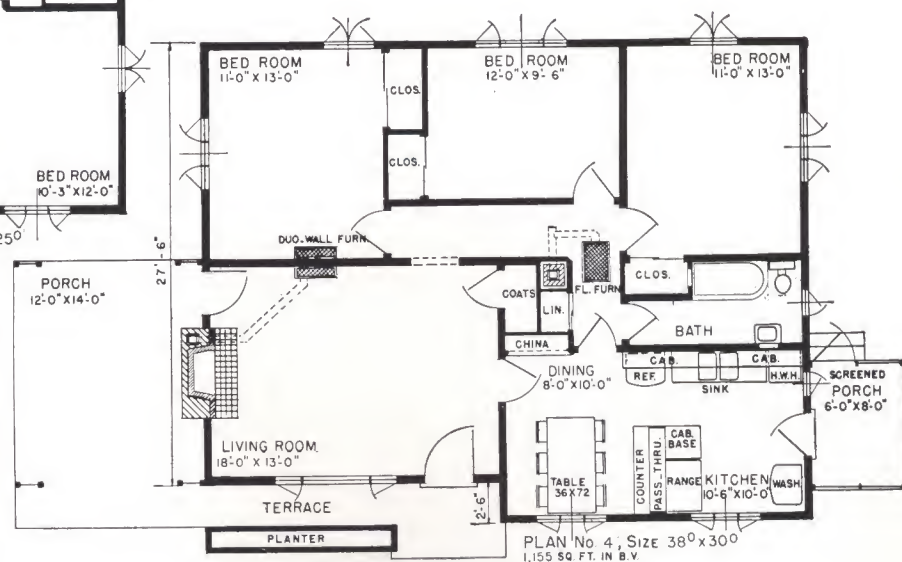
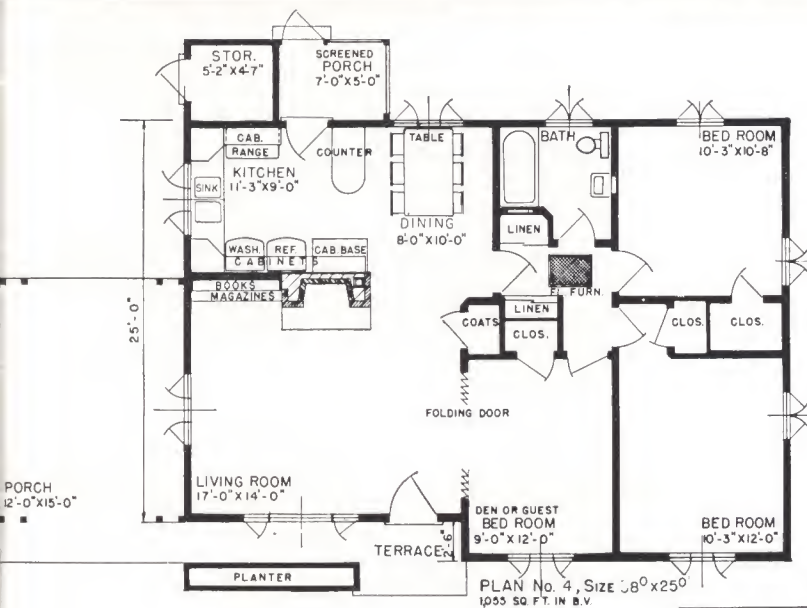
Selfishness seldom strangles the man whose pride and ambition lead him to build a home of the Marion design. Pride in one's home is the fire that kindles power for success. This design follows the modern architectural trend toward simple beauty and living convenience in every respect—a home any man can be justly proud to own.





The MADISON

Permanent and substantial beauty is expressed in every line of the Madison. It combines the characteristics of the oldest and best loved homes in America, with floor plans designed to meet the needs and requirements of present day living. Surely the comfort of such a home as the Madison cannot pass with a single generation.



REFUNDS AND EXCHANGES

Any plans which, upon examination, are not usable may be returned for CASH REFUND or FREE EXCHANGE within 10 days.

On plans which are used for securing estimates or loan appraisals, and therefore render a service for which any draftsman or architect would make a charge, or where kept beyond 10 days, we do not make a cash refund but do offer to exchange the plans for others shown in our books. In order to cover the additional cost of this extra service without limit as to the number of exchanges needed to furnish you exactly what you need, we make a charge of \$5.00 per exchange.

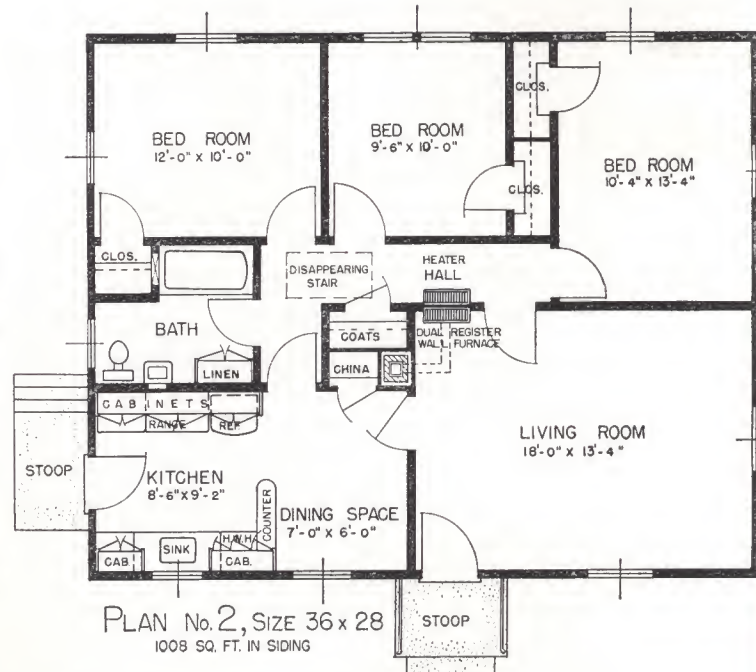
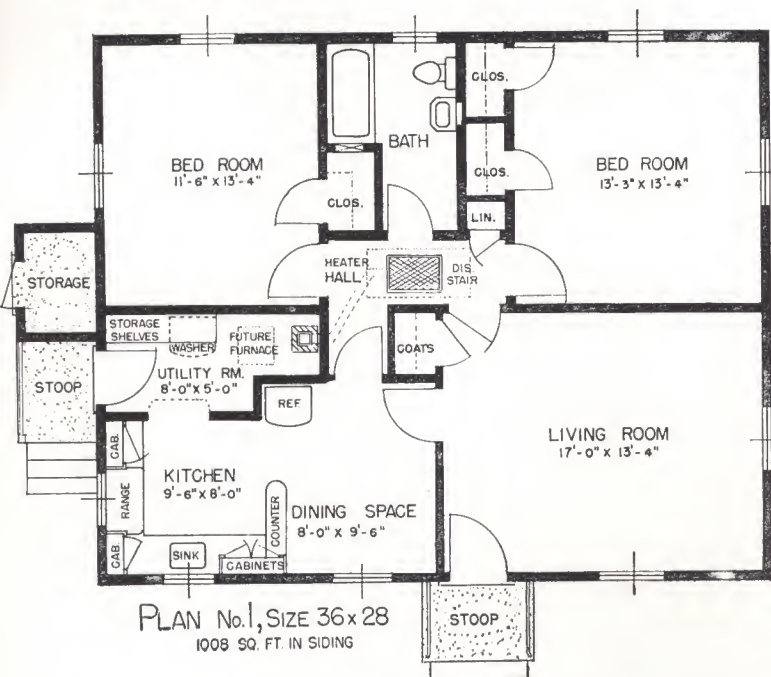
Materials are Better, workers are more Skilled, financing is made Easier;
but You must pick the Lot and choose your Plan to get started.



The GARLAND

Asbestos Siding

Few homes in the moderate price range can equal the attractiveness or conveniences of these two plans. Care has been taken in both plans to give access from kitchen to hall to provide privacy and ease of passage to all adjoining rooms.

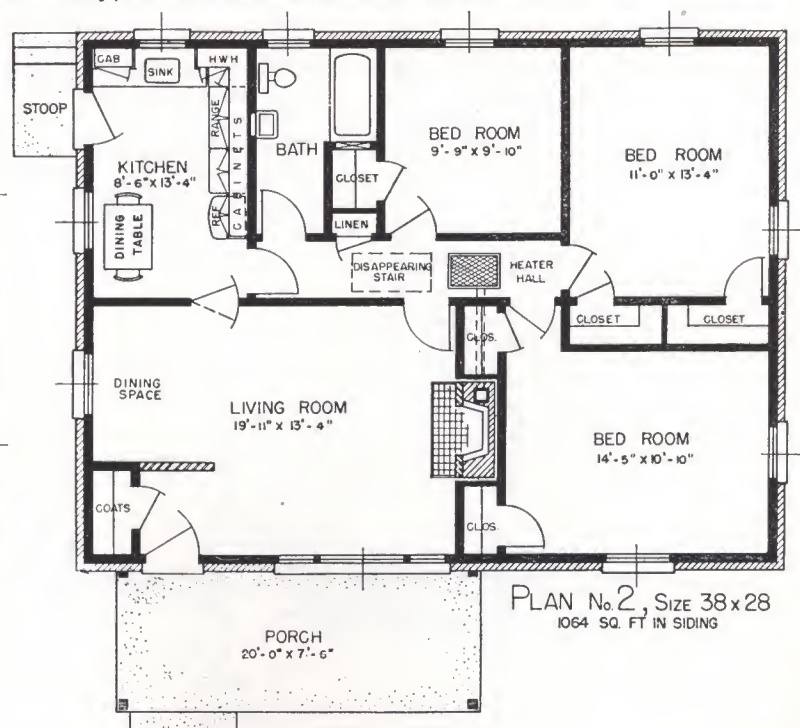
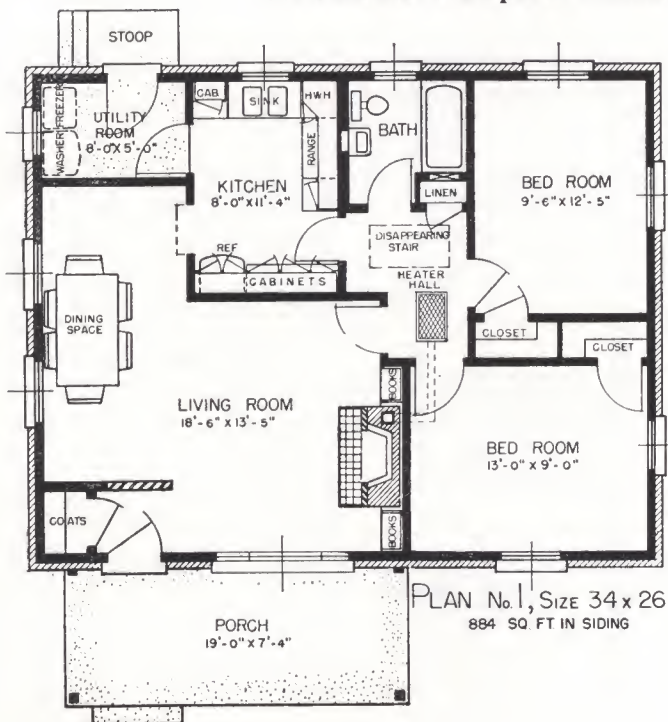


Home Ownership is "Preferred Stock" in Your Community.
If You Can Save or Pay Rent, You Can Build.



The WAYNE

An excellent example of combined beauty, convenience and economical cost.



Most Everyone Who Lives Under a Roof Eventually Pays for a Home.
Is there a Time Limit on Your Payments? Will YOU Own YOURS when its Paid For?

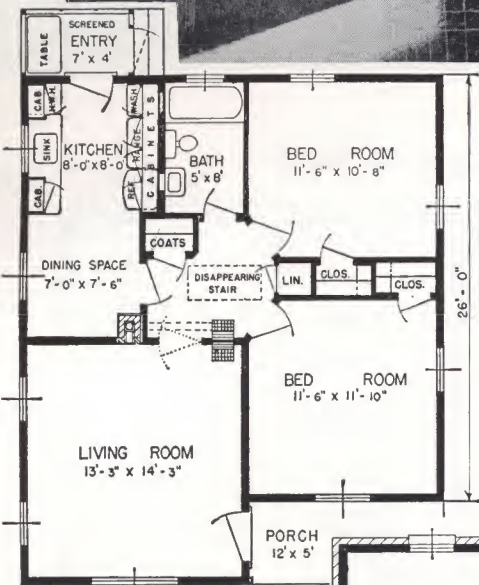
Adequate storage is one requirement for a permanently satisfactory home. A disappearing stair to the attic provides most space for the dollar for those items which can be so stored.



The MEBANE

The MEBANE is a "Budget Home" with the "New Look." It will be a worthwhile addition to any community.

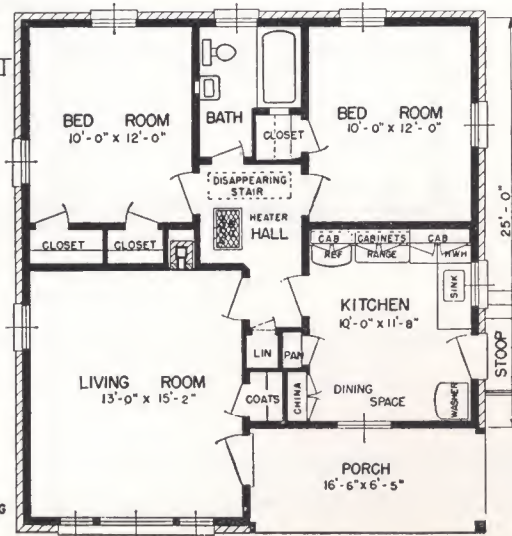
The MEBANE offers enough alternate elevations to let subdivision builders get into assembly-line production without the normal loss of sales appeal on "Row Houses."



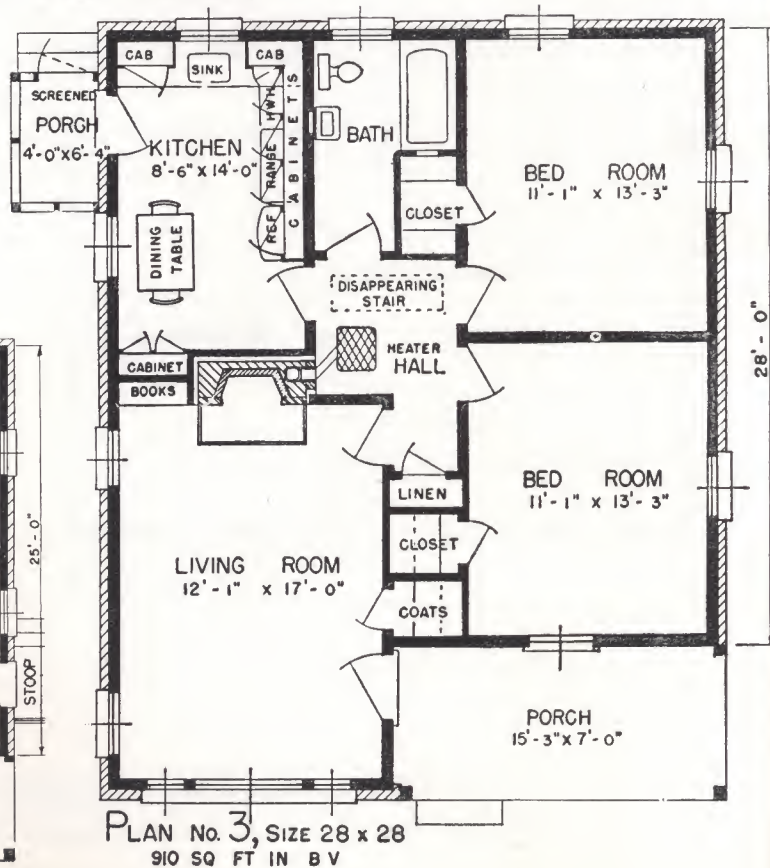
PLAN No. 4, Size 26 x 26,
746 SQ. FT. IN SIDING; 785 IN B.V.

The extra spread of a Breezeway and Garage can give a "Ranch House" appearance.

Write for Folder Showing Added Br'zwy, & Garages

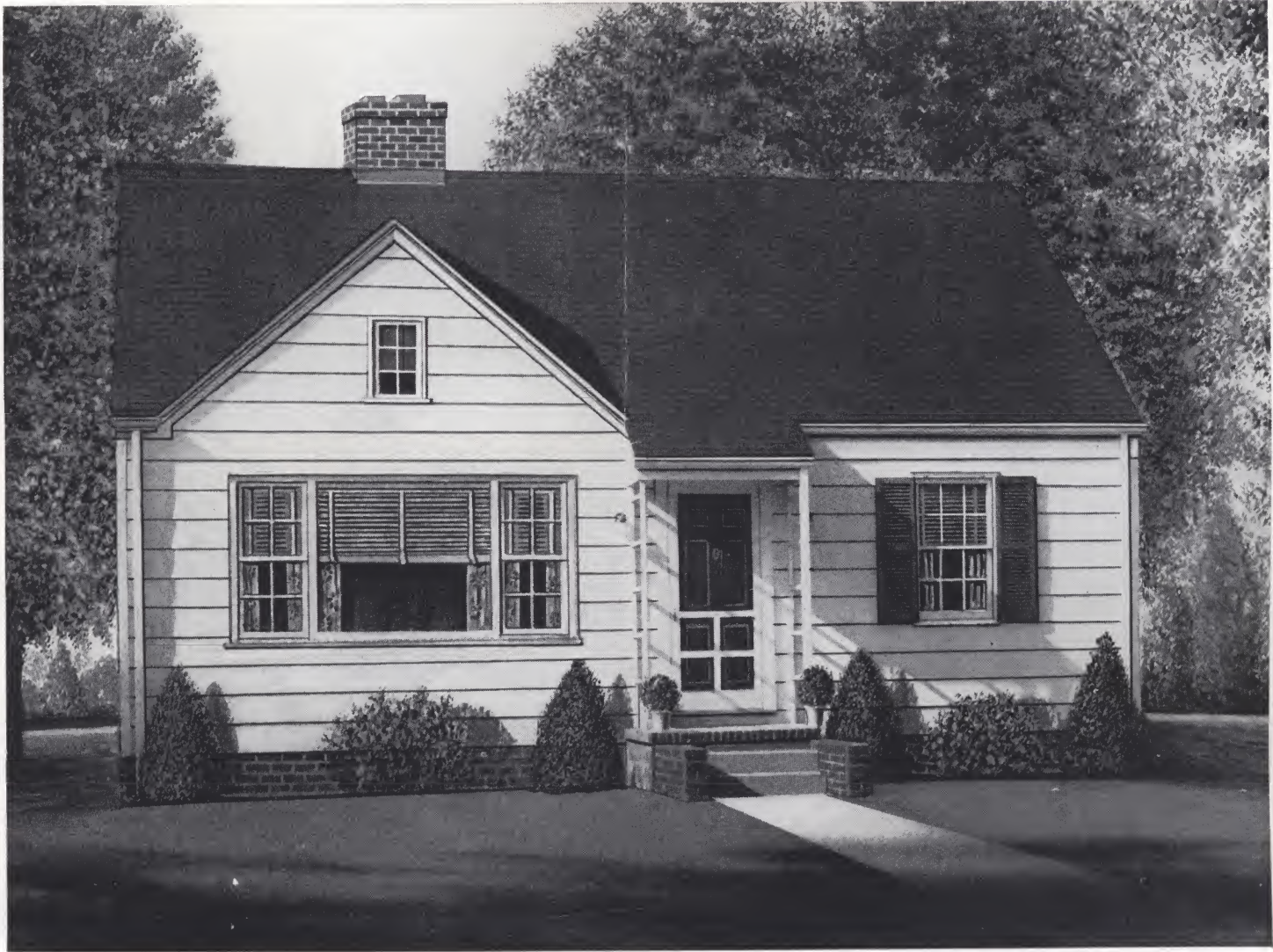


PLAN No. 2,
Size 28 x 25,
785 SQ. FT. IN SIDING
825 IN B.V.



PLAN No. 3, Size 28 x 28
910 SQ. FT. IN B.V.

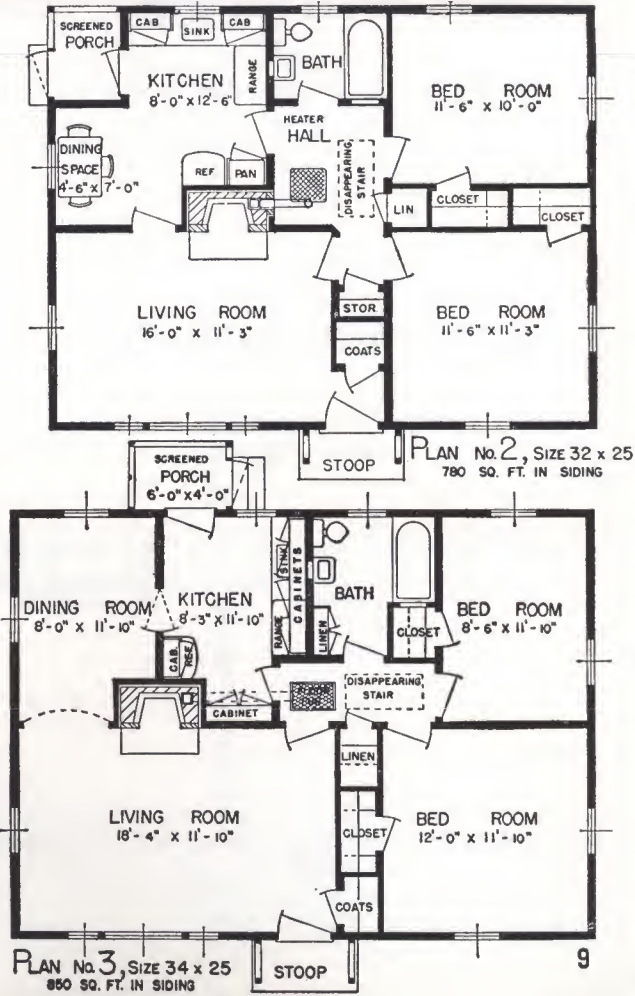
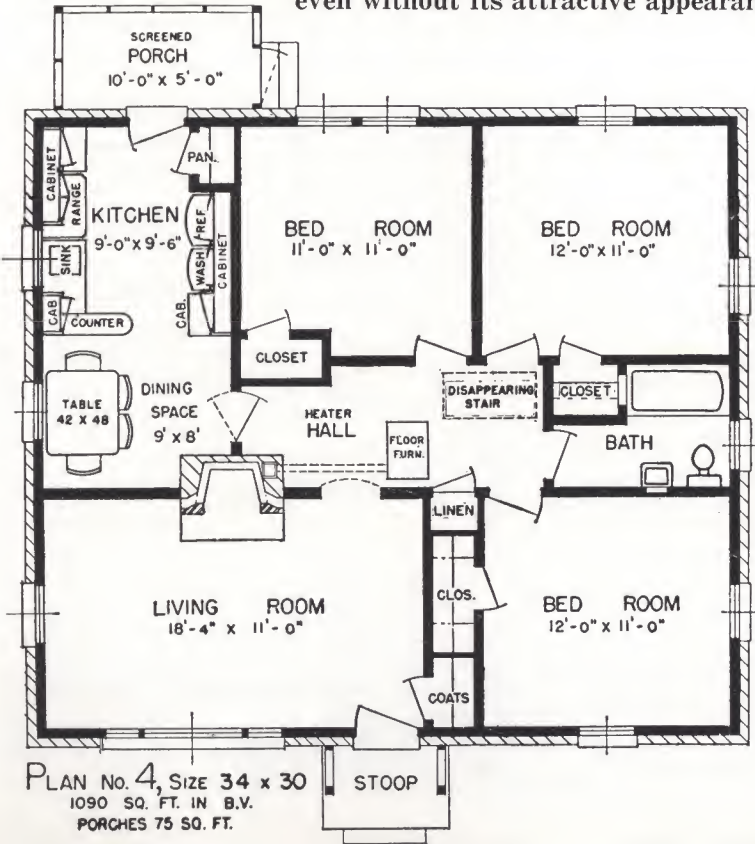
For bicycles, lawn mowers, garden tools, and equipment needing ground level storage, a supplementary sheet of attached and detached storage room suggestions will be included with each home.

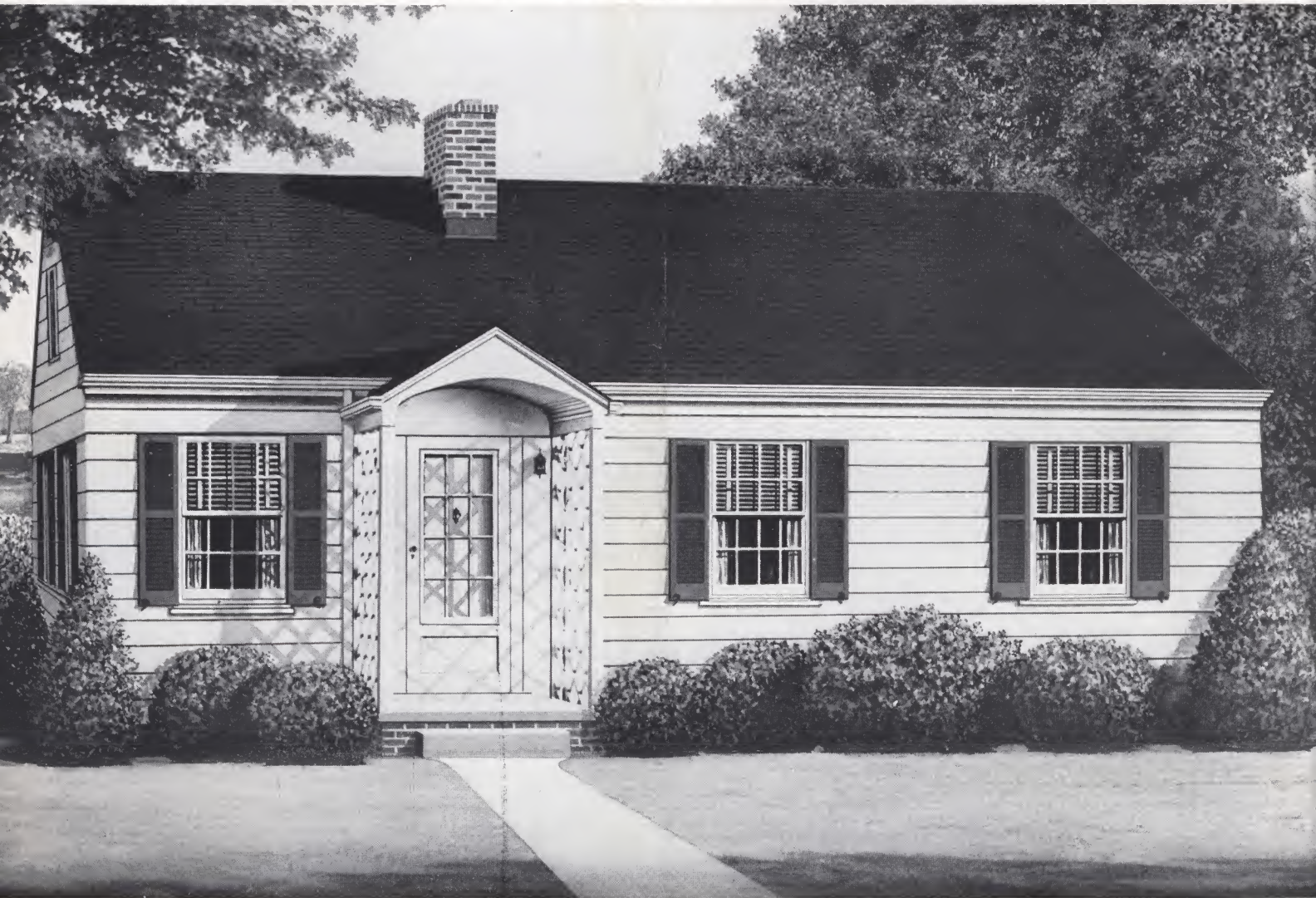


Wide Siding

The OXFORD

The convenient arrangement and economical construction designed into The OXFORD would be enough to commend it, even without its attractive appearance.

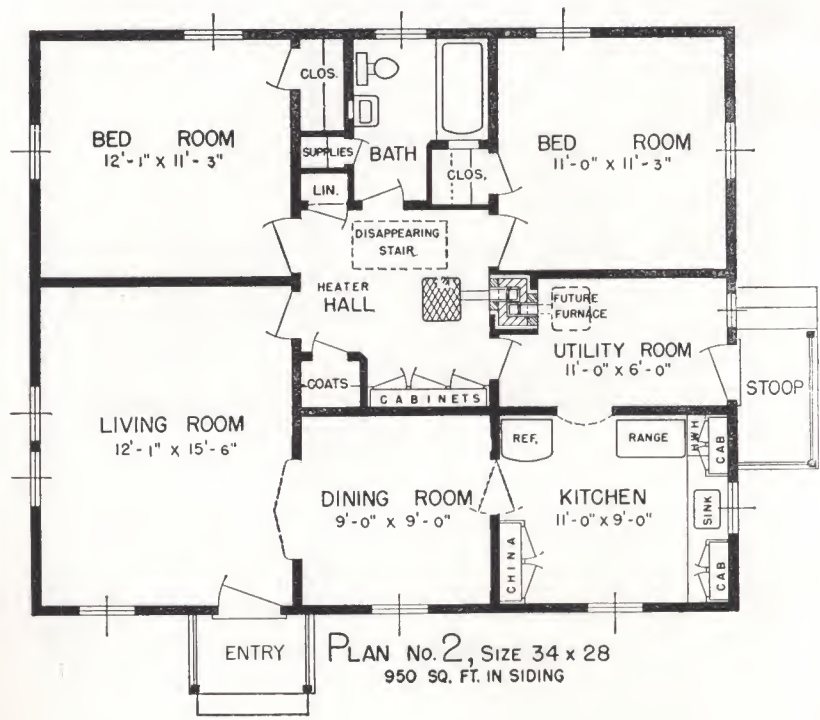
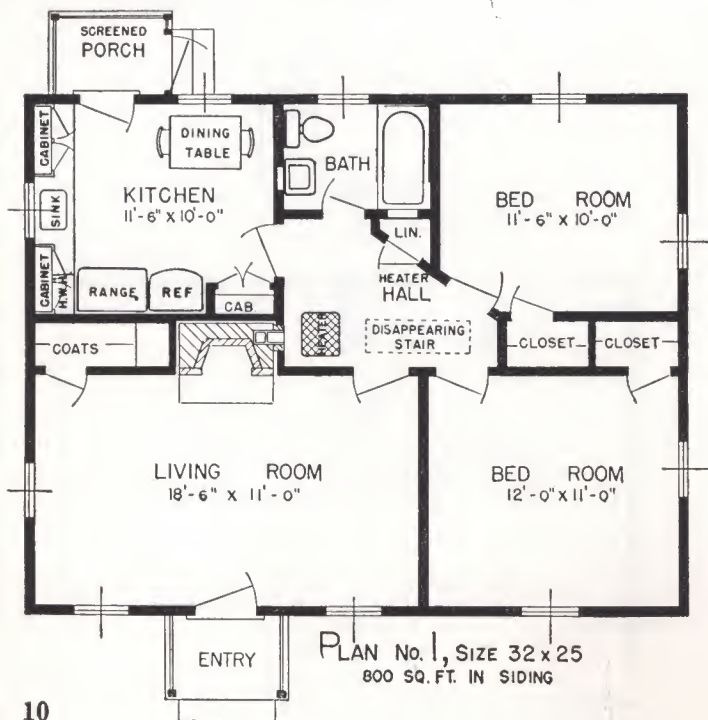


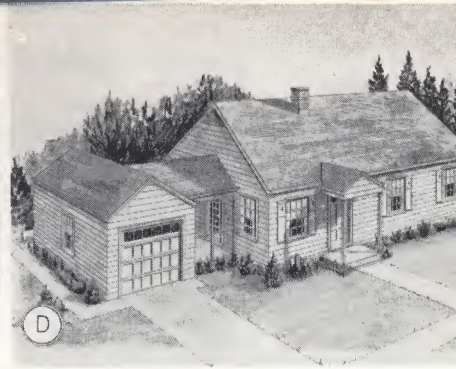
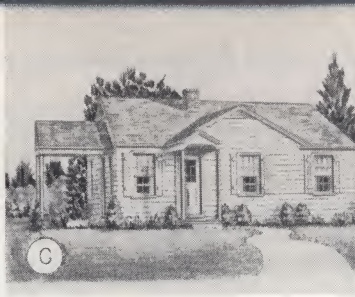
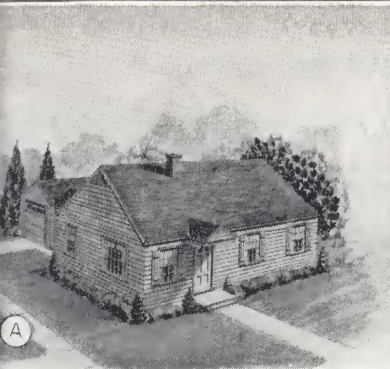


Wide Siding

The COLUMBIA

This attractive front was originally designed for plan 3-A at right, but it seems too good to be restricted to one size or arrangement. Plan number 1 shows a good minimum cost home. Plan number 2 provides a "deluxe" version: separate Dining Room, choice of Heater Hall or Furnace, and a Utility Room conveniently located for the addition of a Breezeway and Garage, if desired.



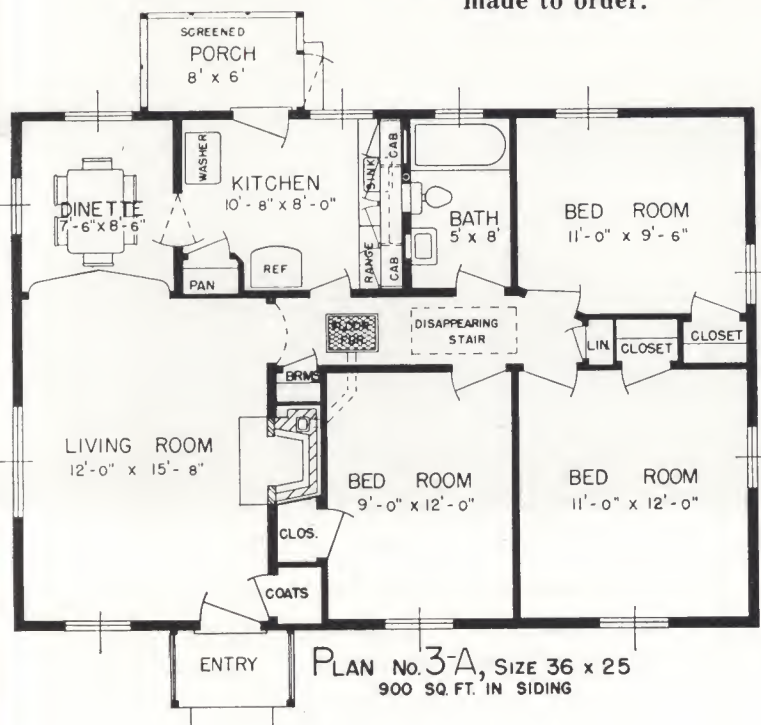


Suggested Variations or Alternate Elevations
For Wide to the Front Floor Plan

Plans number 3-A and 3-B are variations of the basic 3-Bed Room home submitted by the South Carolina FHA Insuring Office and widely publicized on the national Economy Housing Program.

Inherent step-saving conveniences are here combined with equally obvious economies in plumbing, heating and general construction—sufficient to make it seem rather certain that it will be called for under many different fronts and sizes by discriminating homebuilders.

While the Elevation shown at the left (large photo) is the stock front for the floor plan shown, fronts similar to any of the above sketches (or the deluxe model shown at right below) can be prepared or furnished on special order, at slight delay and small additional cost. Write for prices on special fronts or sizes made to order.



Plan number 3-B is a narrow lot adaptation of the 3-A plan above. Fronts E and F can be built on a 35 to 40 ft. lot. H and G on 50 to 60.

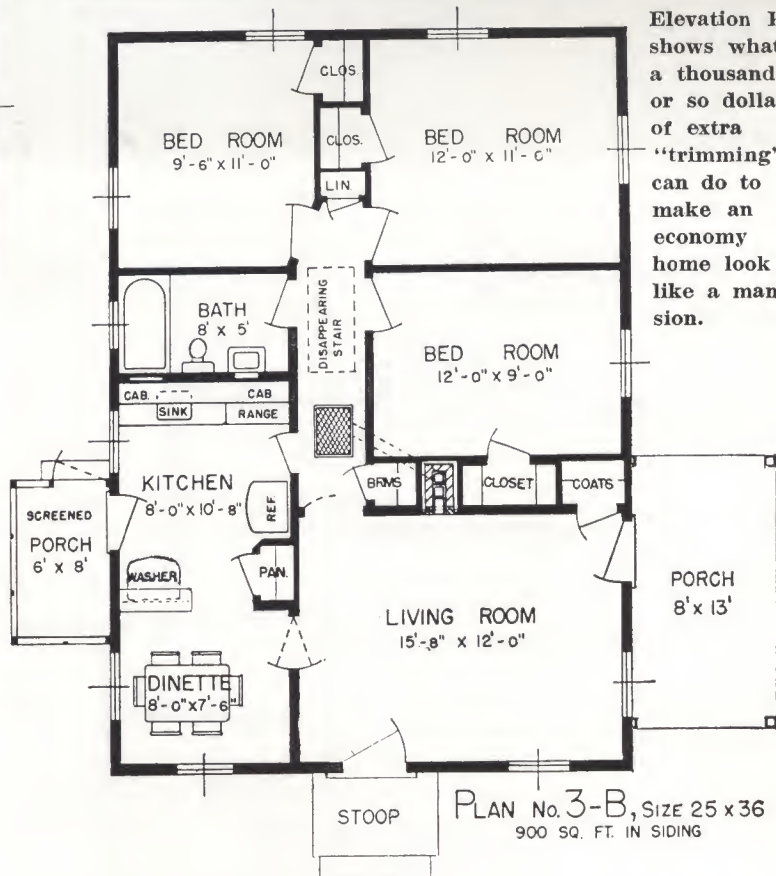
Stock plan 3-B is shown for front H. This plan and front will be furnished by return mail as shown or reversed in siding, or as shown but in Brick Veneer, Brick & Tile, or Block at stock plan prices.

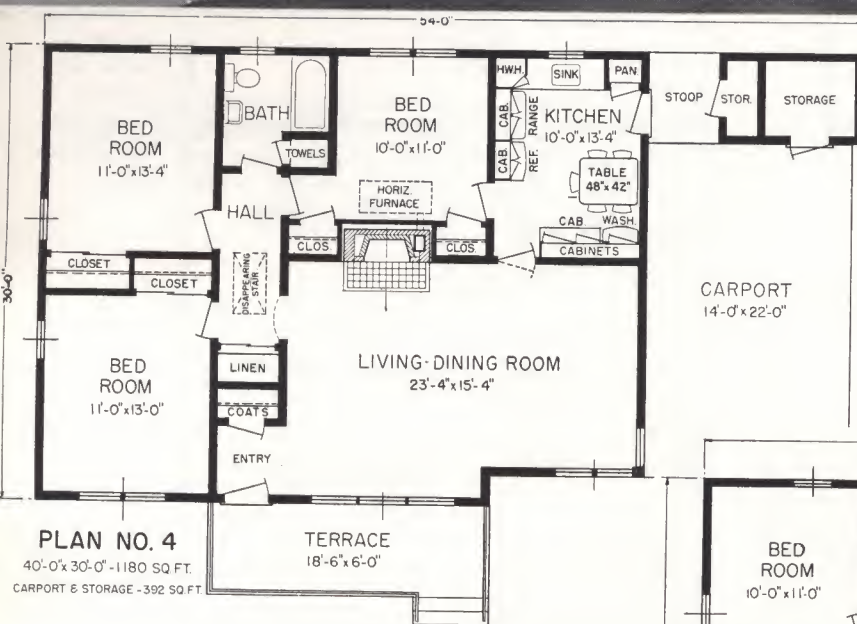
Special combinations of alternate material on selected fronts, (special porches, Breezeways, and garages) designed to meet individual requirements will be made to order at very reasonable prices.

Open front circulating back fireplace shown on 3-A, or capped flue for solid fuel heater, shown on 3-B, available on either plan.



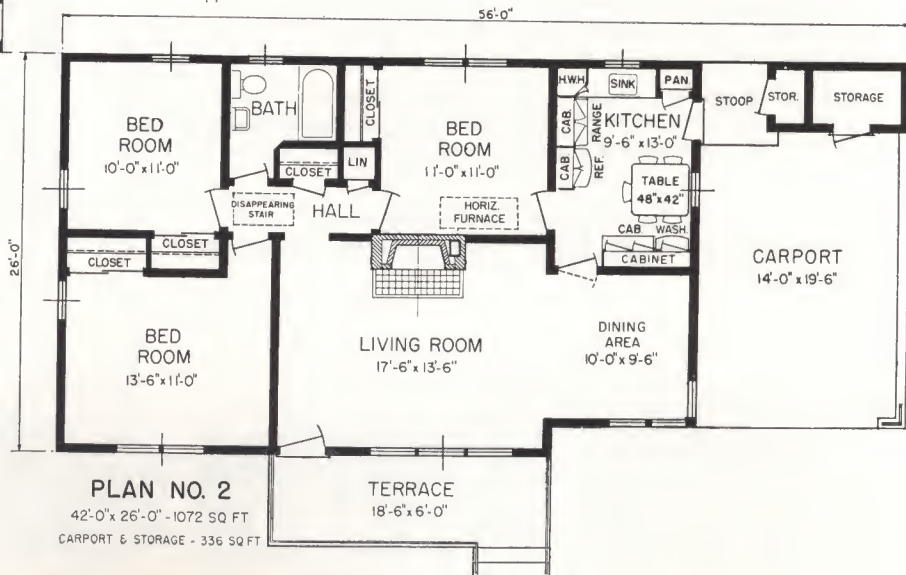
Elevation K shows what a thousand or so dollars of extra "trimming" can do to make an economy home look like a mansion.





The DELMAR

One seldom finds all of the many desirable floor plan features combined with an exterior design of such interest as is offered in the Delmar. Its modest proportions make this home well within the reach of those who are working and planning for a home that will afford a lifetime of satisfaction.



REVERSED PLANS

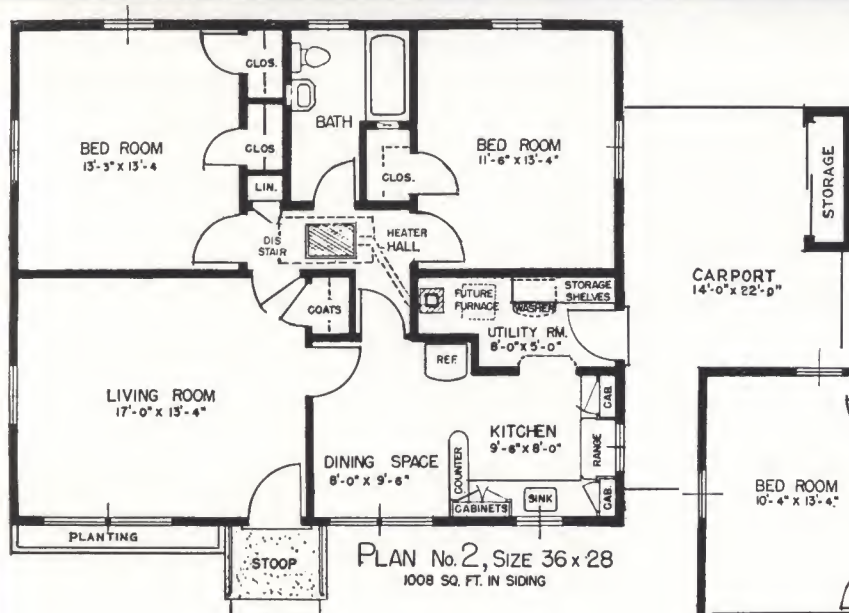
ALL DESIGNS AVAILABLE AS SHOWN OR REVERSED. Plans in the Material Shown are Reversed without extra Charge. Combinations of Alternate Sizes or Alternate Materials Plus Reverse are Made to Order @ 4 sets for \$30. (or 2 sets for \$25)



The BEVERLY

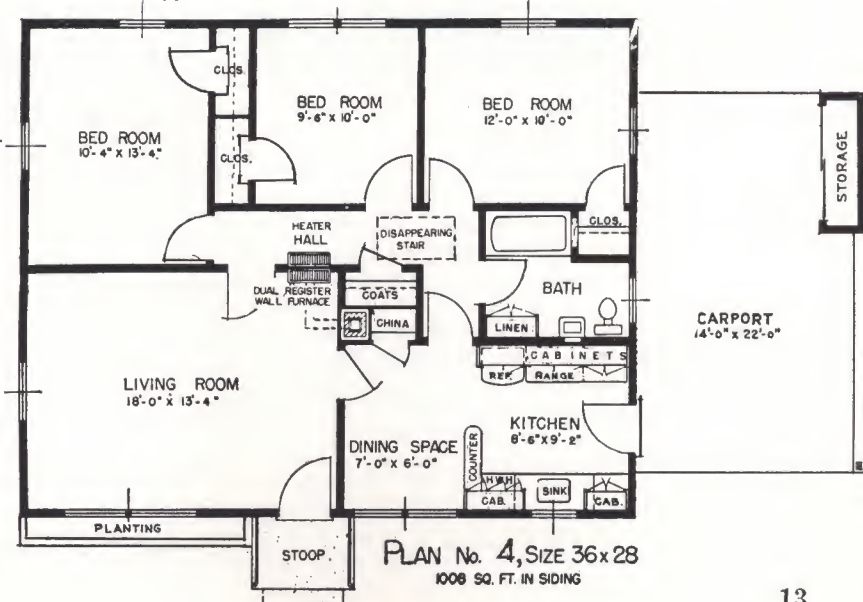
This refined straightforward design speaks of things practical, of cost within reason. The exterior gives ample opportunity for color expression. It is modern to the minute, yet it is kindly and homelike.

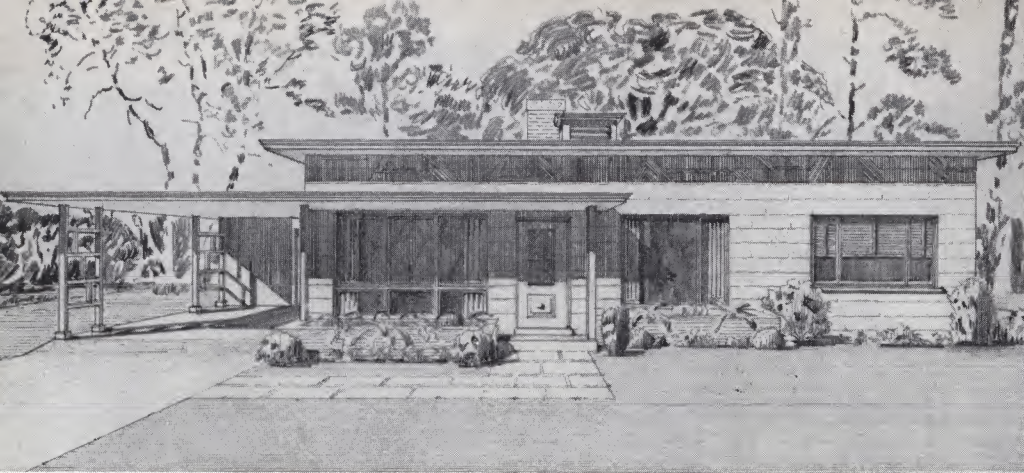
Easy access to the family car, recognizes that it, too, has become an integral part of our everyday living.



ALTERNATE MATERIAL PLANS
ALL DESIGNS AVAILABLE IN BRICK OR FRAME CONSTRUCTION. Alternate Material Plans, in Position Shown, available without extra charge. Combinations of Alternate Sizes or Reversed Plus Alternate Materials are Made to Order @ 4 sets for \$30. (or 2 sets for \$25)

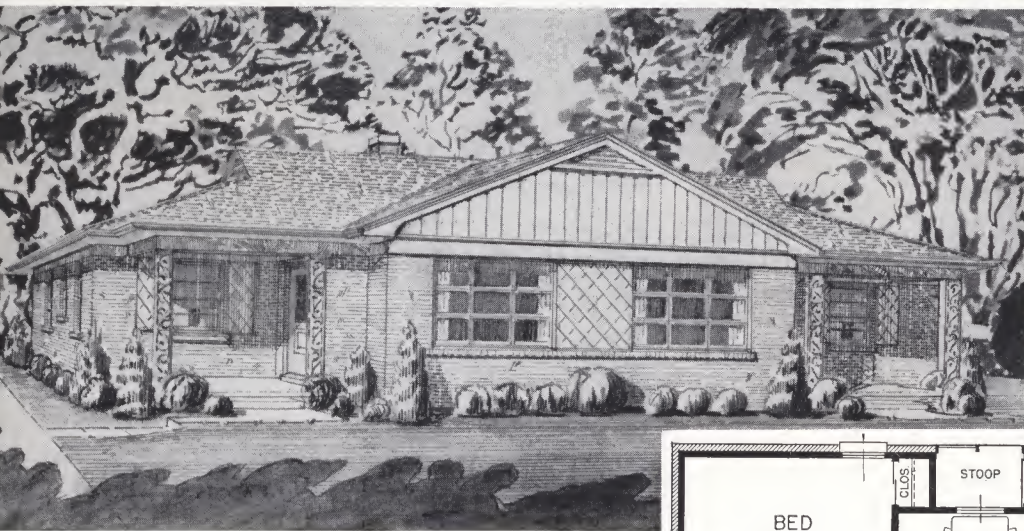
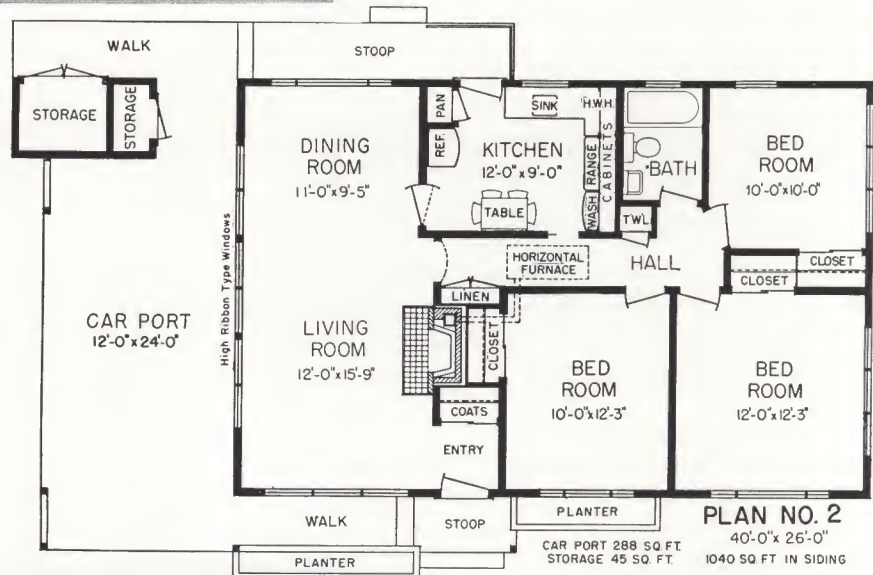
Our plans are known from Coast to Coast for their time and labor-saving features.





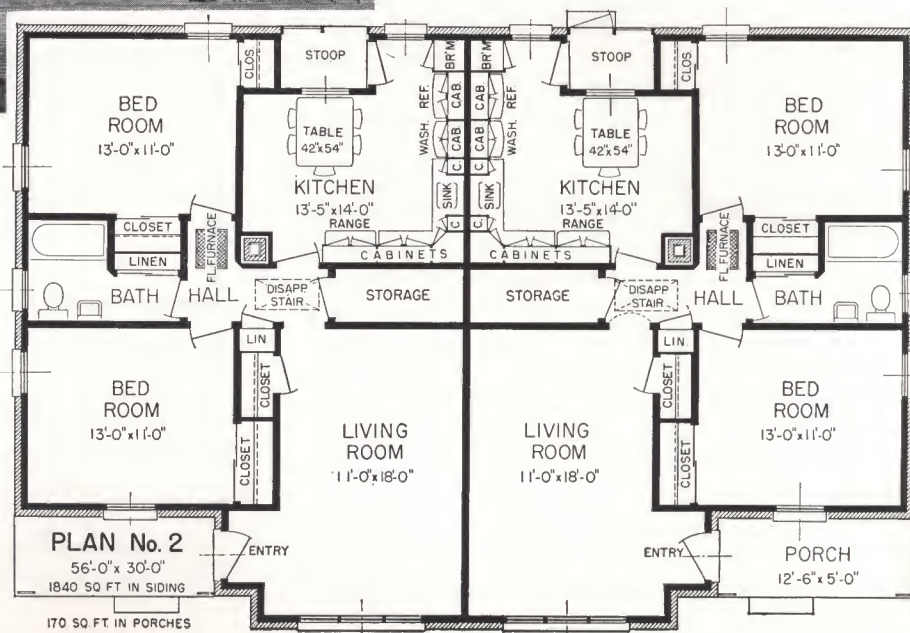
The WOODBURY

A spacious, functional home for the family that thrives on light and air. The WOODBURY really brings nature and its freshness indoors and expands its interior to engulf the fullness and freedom of the outdoors. In such a home one can happily benefit from thoughtful landscaping, carefree outdoor activities and the inspired relaxation of "just living." Many will pause and dwell over the Woodbury out of curiosity but more will evaluate its principles as sound and appreciate those functions for which it was designed.



The DURHAM

Isn't this the most inviting duplex you've ever seen? All of the dignity and privateness of an individual residence, nestled within its own environment, has been cleverly achieved by thoughtful design and planning. The Durham affords those seeking an income producing home in which to live, all the modern conveniences, practical but spacious rooms and an impressive appearance in grand surroundings. Without a doubt, this home is for those who would invest wisely.



LET'S BE REALISTIC

Most of those who study the plans shown in this book could hardly foresee or expect to secure any constant source of domestic help—outside the family, and except for emergencies.

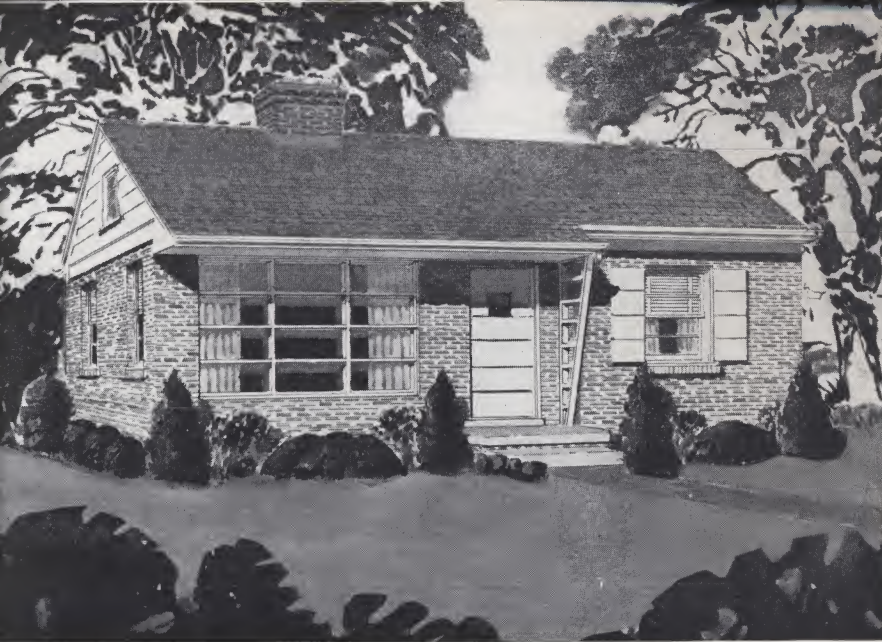
Why not recognize the fact that every extra room—extra step, or foot of space—will add as much to the task of housekeeping as it does to the cost of the home?

Other DUPLEX PLANS

For ONE Bedroom on each side, ask for Carver Plans.

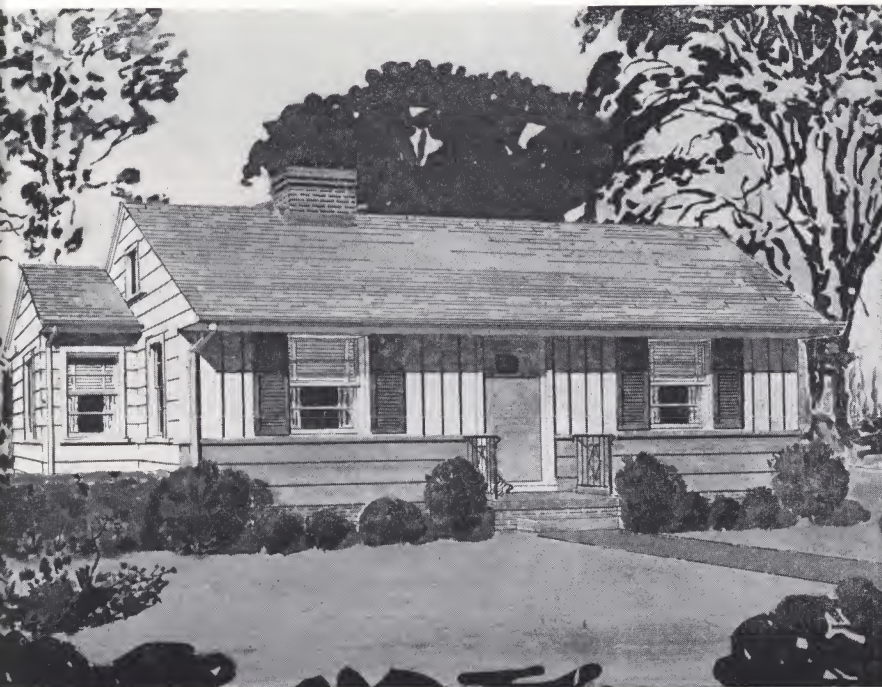
For additional plans with TWO Bedrooms on each side, available in 3 different exterior designs, ask for the Dover Plans.

Two to Four-Unit 2-Story Apartment Duplex Plans and single-family-appearing 2-Story Duplex Homes are available on request.



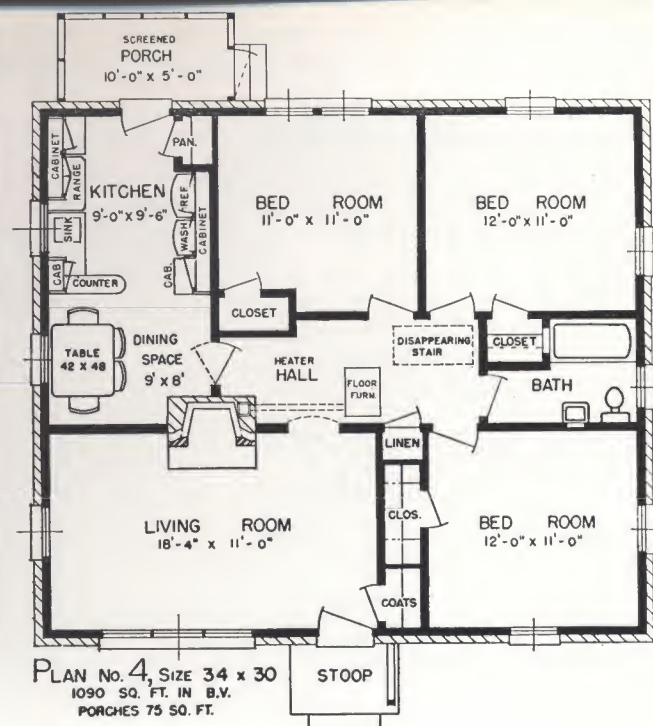
The HOMEWORTH-D

Many years of experience and knowledge of the aspirations of home builders is reflected in the design of the HOMEWORTH-D. Floor plans carefully arranged for modern-day living, embraced by a most delightfully distinctive exterior, undoubtedly will result in one of the most popular house designs ever offered.



The CLOVERDALE-D

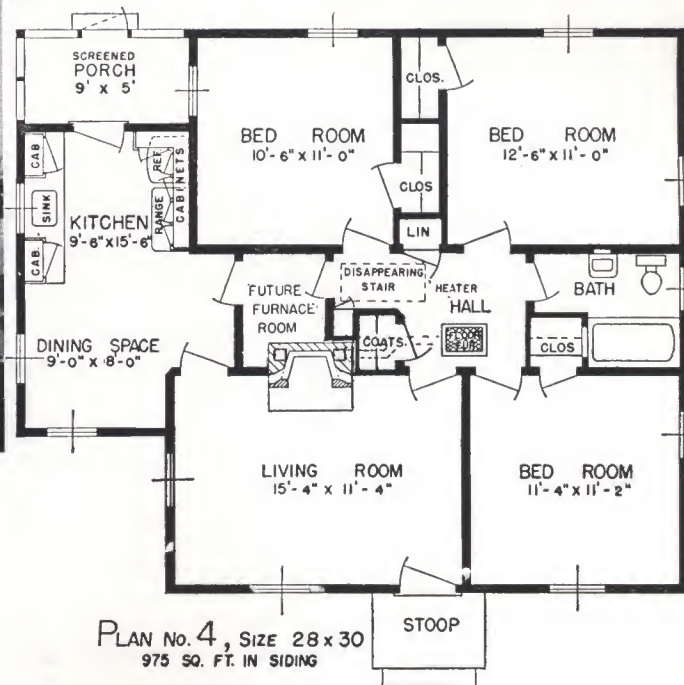
This lovely home seems to carry in every line a lot of common sense and straight thinking. Its generous and thoughtfully arranged floor plans also tell of the effort put forth to gain comfort at low cost.



Construction Cost Estimates Not Based on the Working Drawings are like Appraisals made without going into the house. Stock plans, available by return mail, offer the lowest cost blueprints for worthwhile cost estimates or loan appraisals.

Even where "small changes" or major alterations may be required, it is good business to order Stock Plans first for securing estimates before going to the extra expense and delay of making up Special Plans.

Our liberal Exchange Policy adds extra assurances in purchasing a plan for your home.



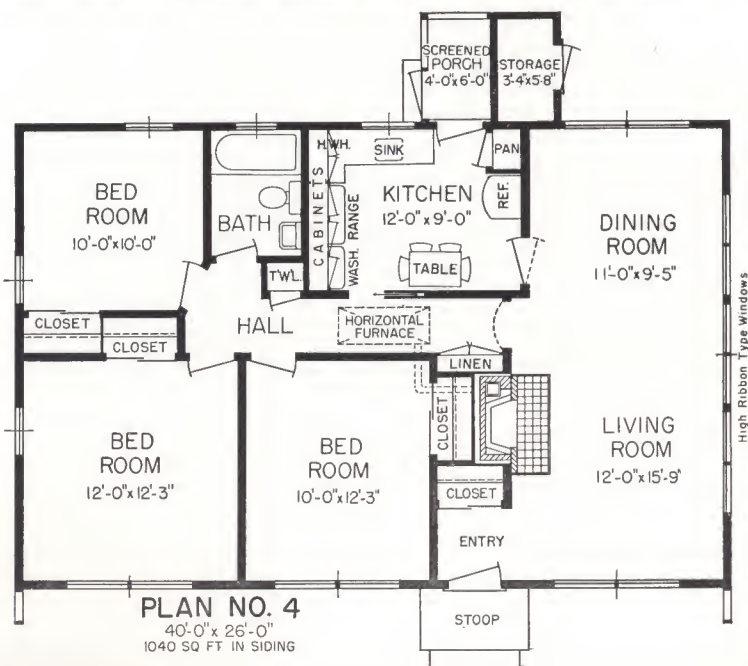
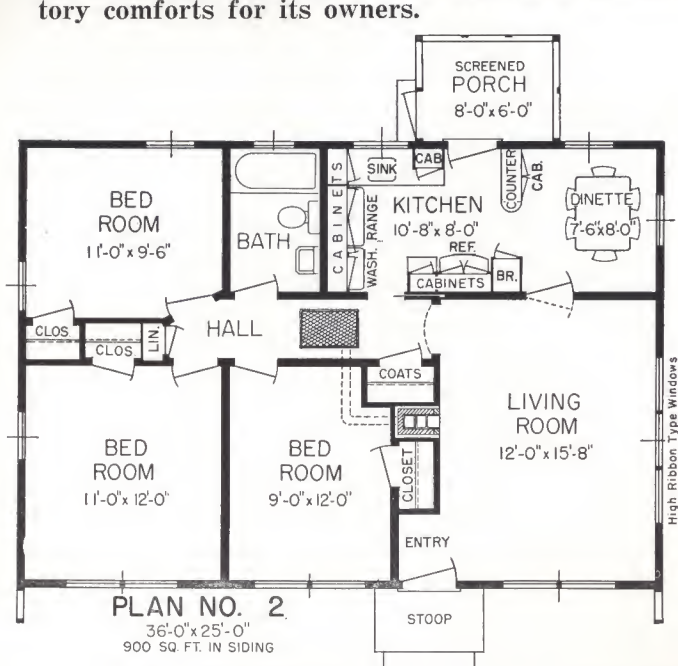
PORCH ADDITIONS

Porches have been omitted on most of the plans shown in this book to permit their construction on narrow lots. Where the lot permits, porches give added length to the appearance of the house and in most sections are very desirable. We will add a porch with access from the Living Room to any design shown for only \$5. Allow five days when ordering Porches.



The SUTLAND

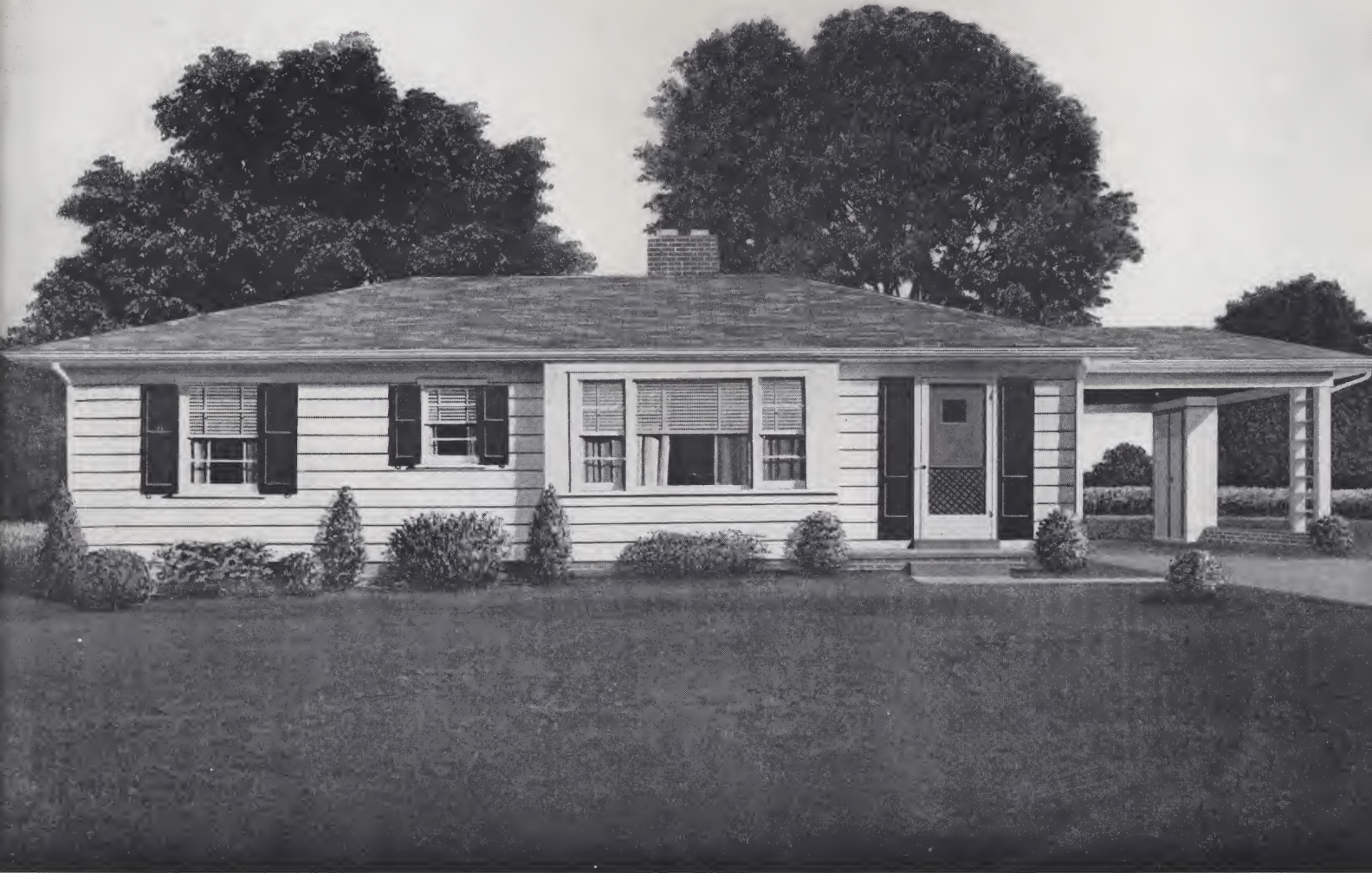
One may be proud of the pride which demands something different in a home. The SUTLAND was designed especially for those whose pride leads to cheerful comfort without unnecessary extravagance. It is different and dignified, with straight line proportions that mean low cost construction and highly satisfactory comforts for its owners.



Where changes appear desirable in a plan, it is advisable to consult your contractor. Minor changes not affecting the structural part of the house can be made by the Contractor as he builds from stock plans. However, enlarging a room or changing the outside size of a house also changes the foundation size, and often makes it necessary to change many of the dimensions on the plans. This can best be done by experienced draftsmen. See note to the right.

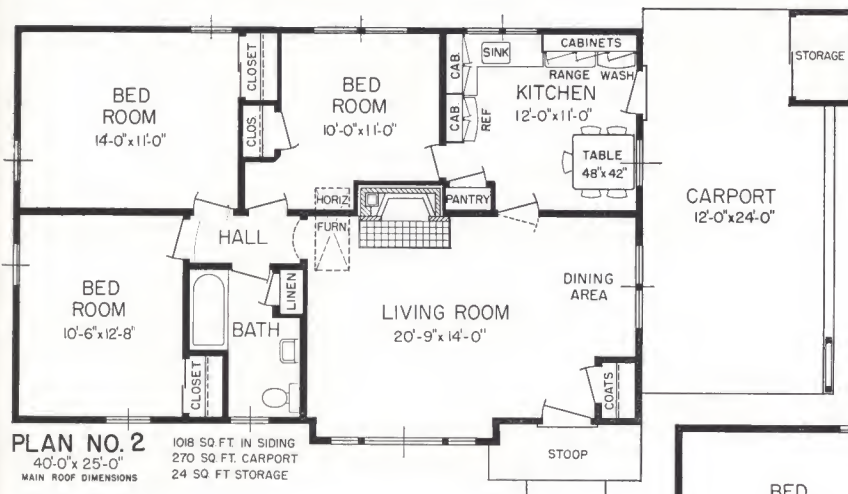
BASEMENT PLANS:

While the floor plans shown in this planbook do not provide the extra space needed to install a good serviceable basement stair, most of these designs are offered with an arrangement which does contemplate basement heat. Write for alternate plans.



The ROCHELLE

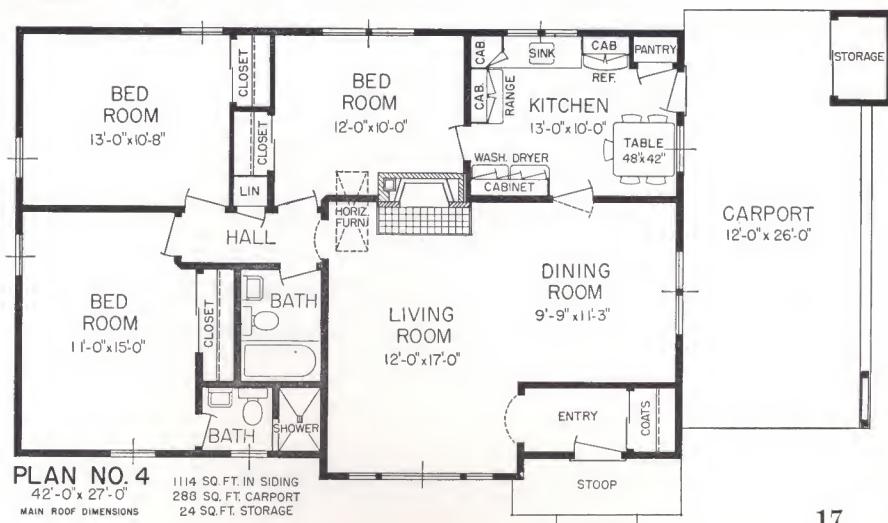
Beauty in design is the result of accuracy in proportions and not of money foolishly spent on fancies. The ROCHELLE gives the appearance of a home that would sell for twice its cost, and yet it is entirely within reach of those who wish to convert their rent money into a quiet home of their own.



SPECIAL PLANS DRAWN TO ORDER

When not required in preparing or reworking of stock plans, a good part of our drafting help is available for custom drawing. For homes in the price range of our plan books, we can prepare a scaled floor plan on \$25 deposit and furnish 4 sets of plans at fifteen to twenty dollars per major room. "Small changes" in stock plans naturally cost less; larger plans run about 1%.

Will give answer by return mail; scaled sketches in a week or 10 days; finished plans inside of 30 days on work we accept.





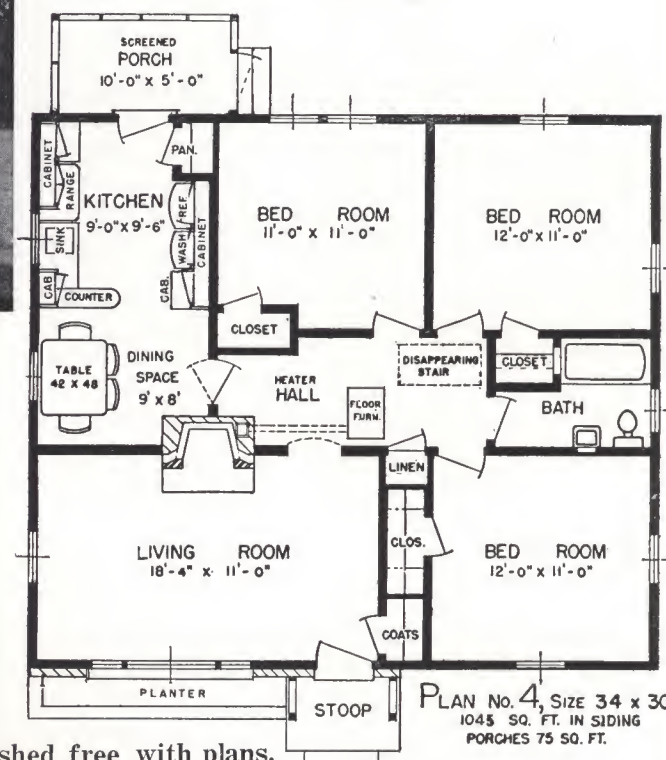
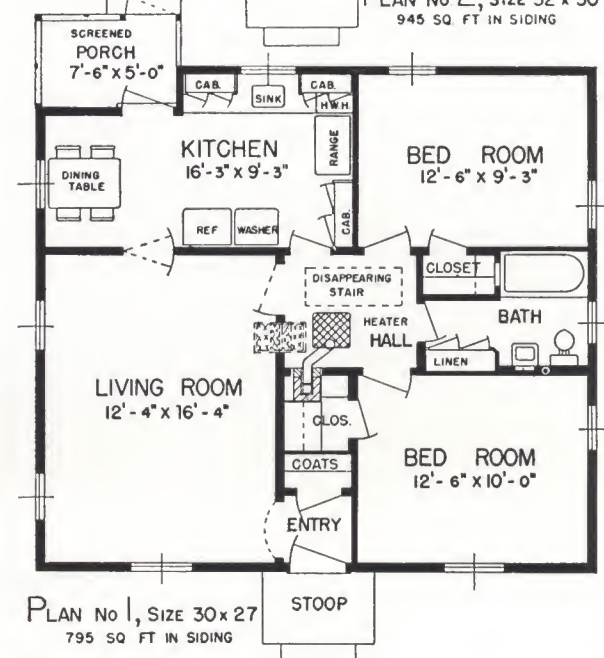
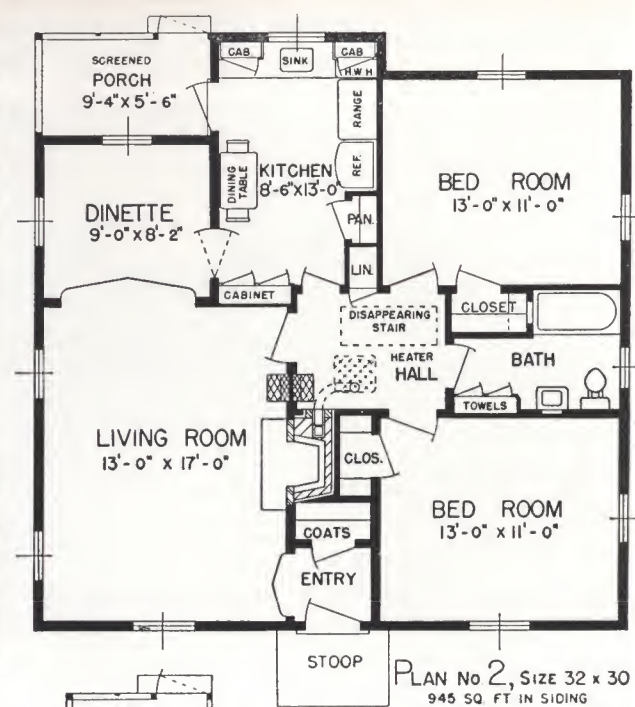
The DENNING

As much beauty can be built into a small home as in a more pretentious structure costing several times as much. The DENNING is an excellent example of what can be done in giving distinction at low cost.



The SANFORD

Simplicity marks the SANFORD in every line. Its construction is straight and square, simple to build properly and easy to keep in repair at little cost. The pleasing use of natural materials give an atmosphere of quiet peace so much sought for in modern suburban homes, and its floor plan is all that may be desired.





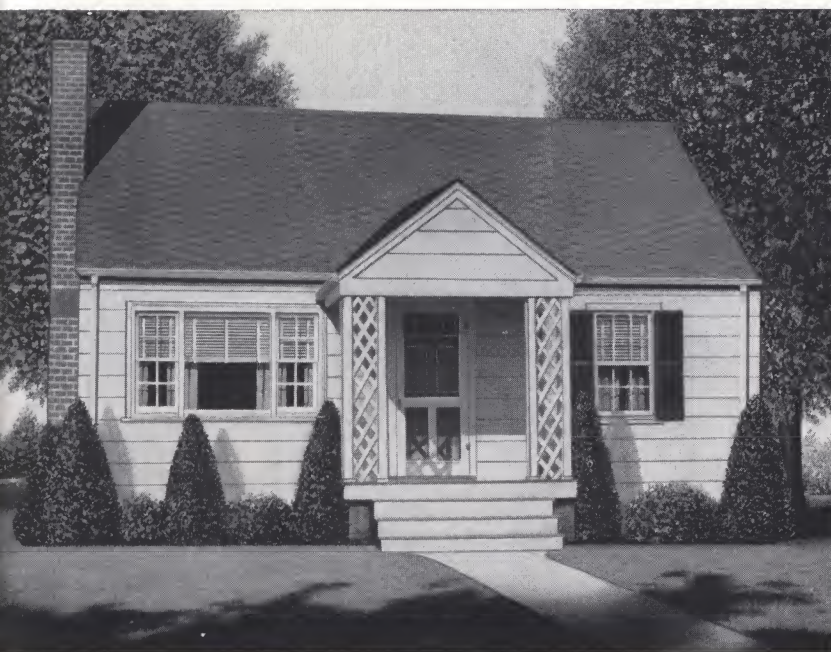
Block

The BROCKWELL

The general lines of the BROCKWELL are obviously intended to give minimum construction cost. The little something extra of the entrance (probably costing less than one month's rent) will help many choose it for a home.



If this Front Elevation is preferred ask for the Brockwell "D"



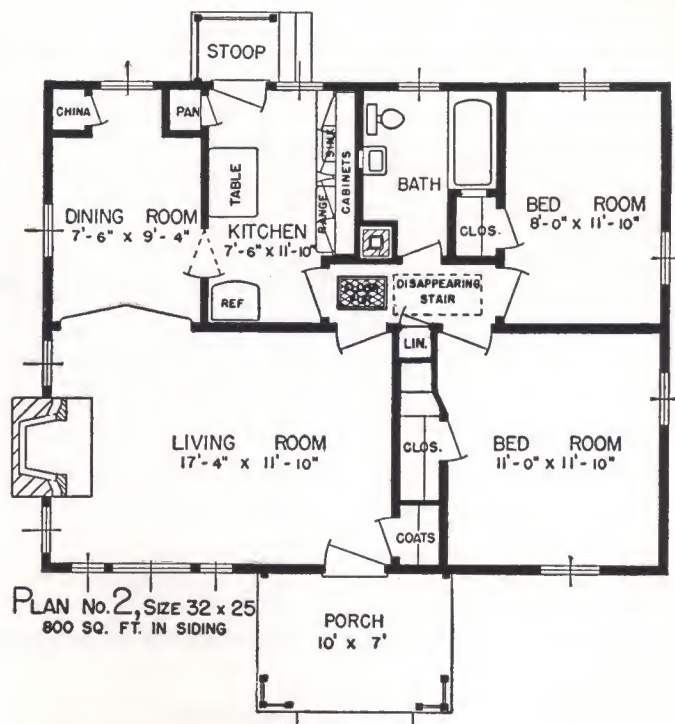
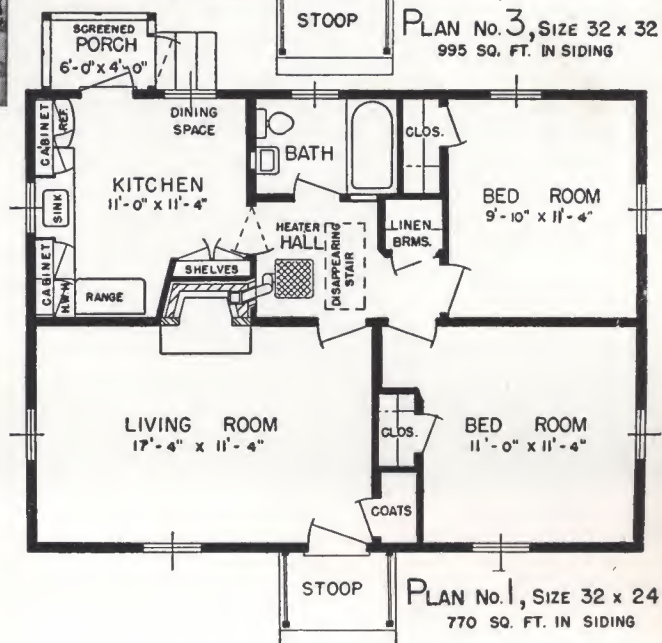
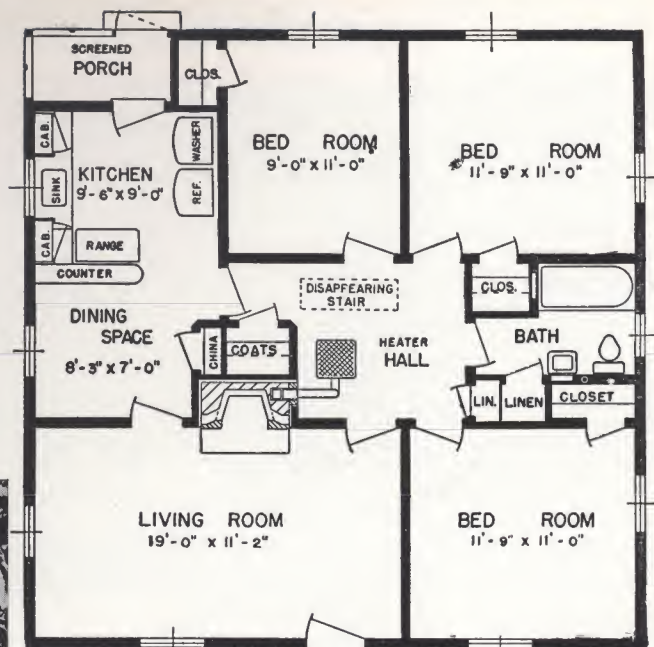
Siding

The ELROD

The straight line simple dignity of The ELROD front is carried through in economy planning.

For a 3-Bedroom Plan, similar to the Brockwell No. 3 shown above, ask for Alternate Plans.

For a 2-Bedroom Plan, with same floor area as No. 2, but with Dining Space in "L"-Shaped Kitchen and an inside Fireplace, ask for Plan No. 1.

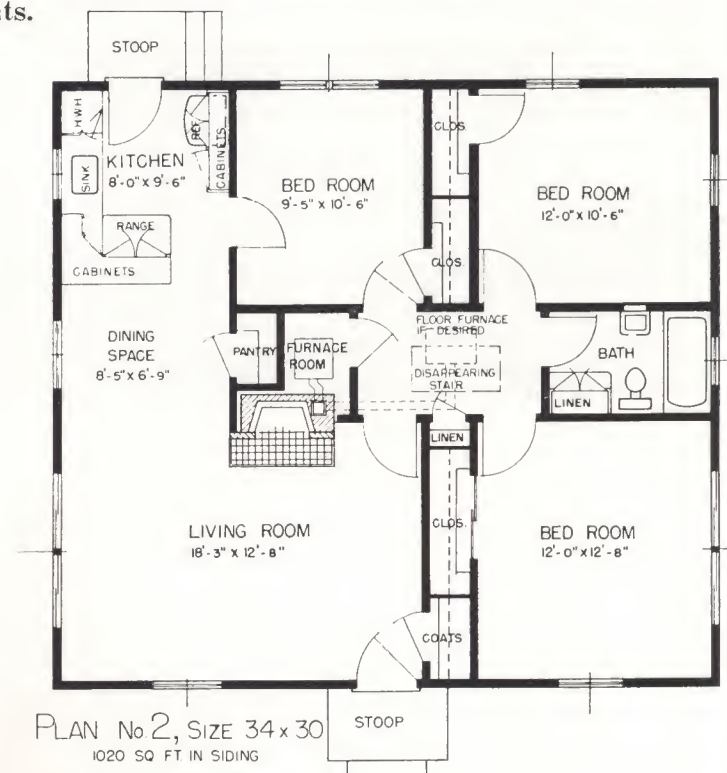
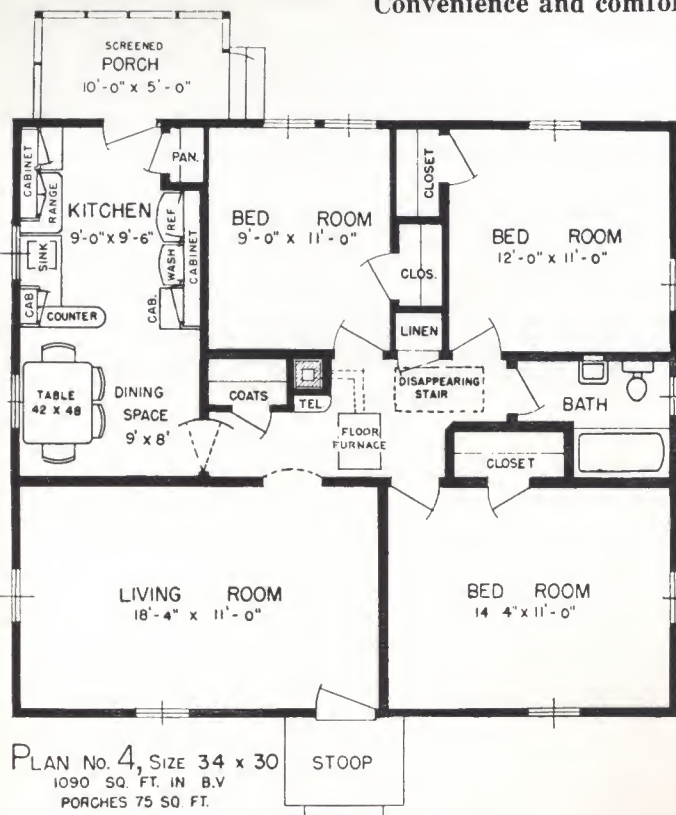




Wood and Asbestos Siding

The TYLER

Convenience and comfort for a lifetime can be seen in this small home of inexpensive refinements.



A Breezeway and Garage, built with the house or attached later, will prove a real convenience.
 "Ranch House" appearance can be had without excessive heating cost, or extra steps in housekeeping.

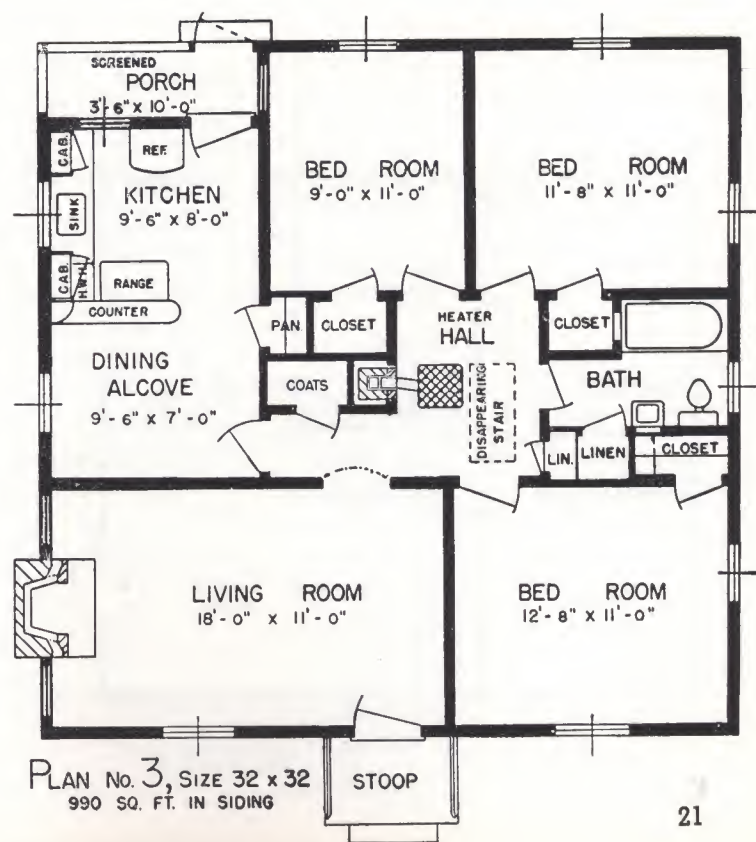
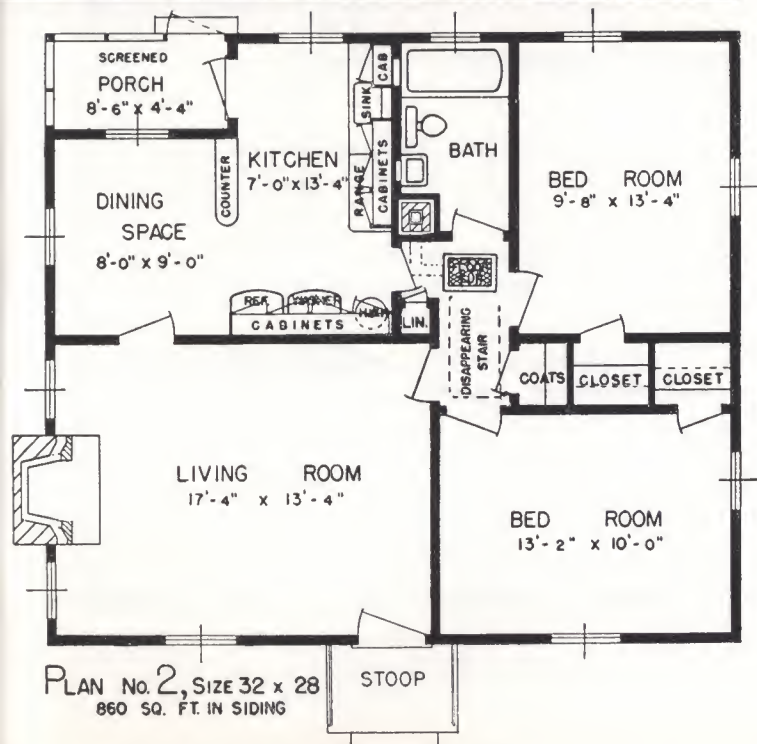


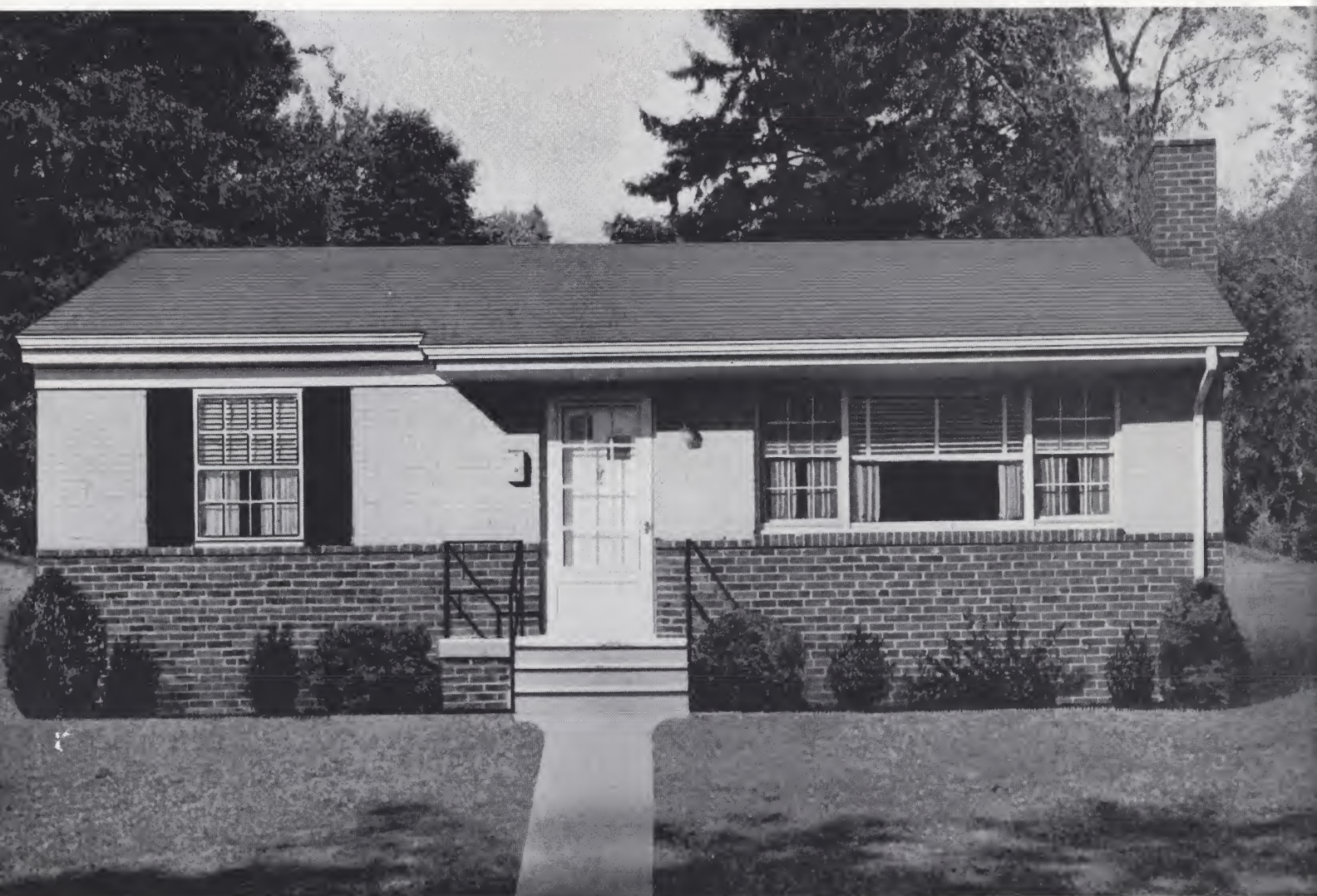
Siding



The DALTON

The basic design for all economy housing.

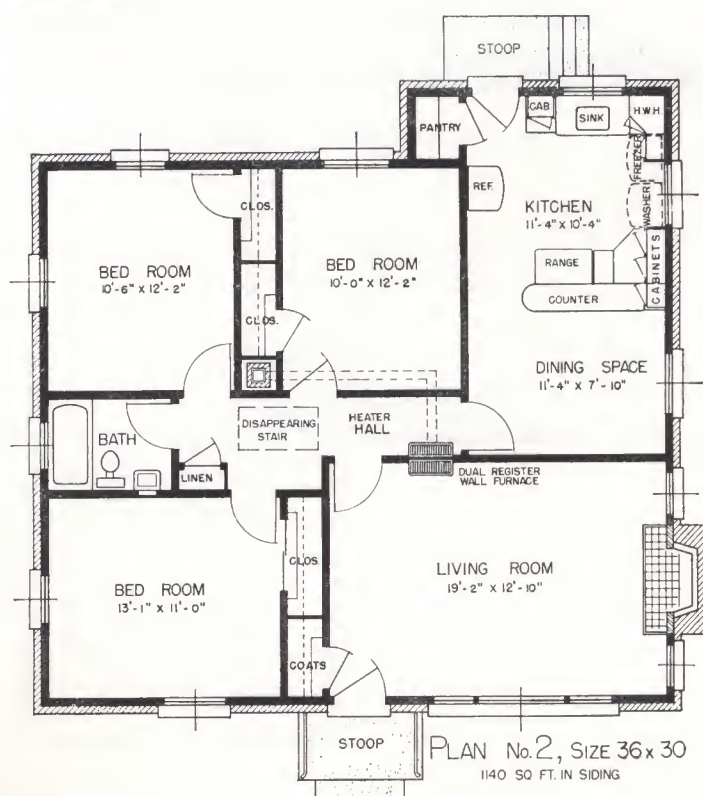
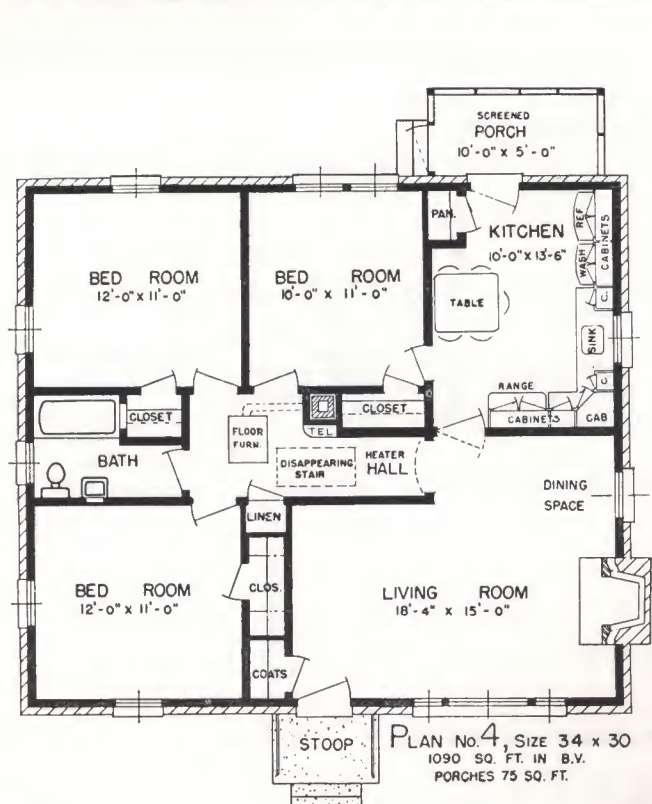




The BRUCE

Brick Veneer

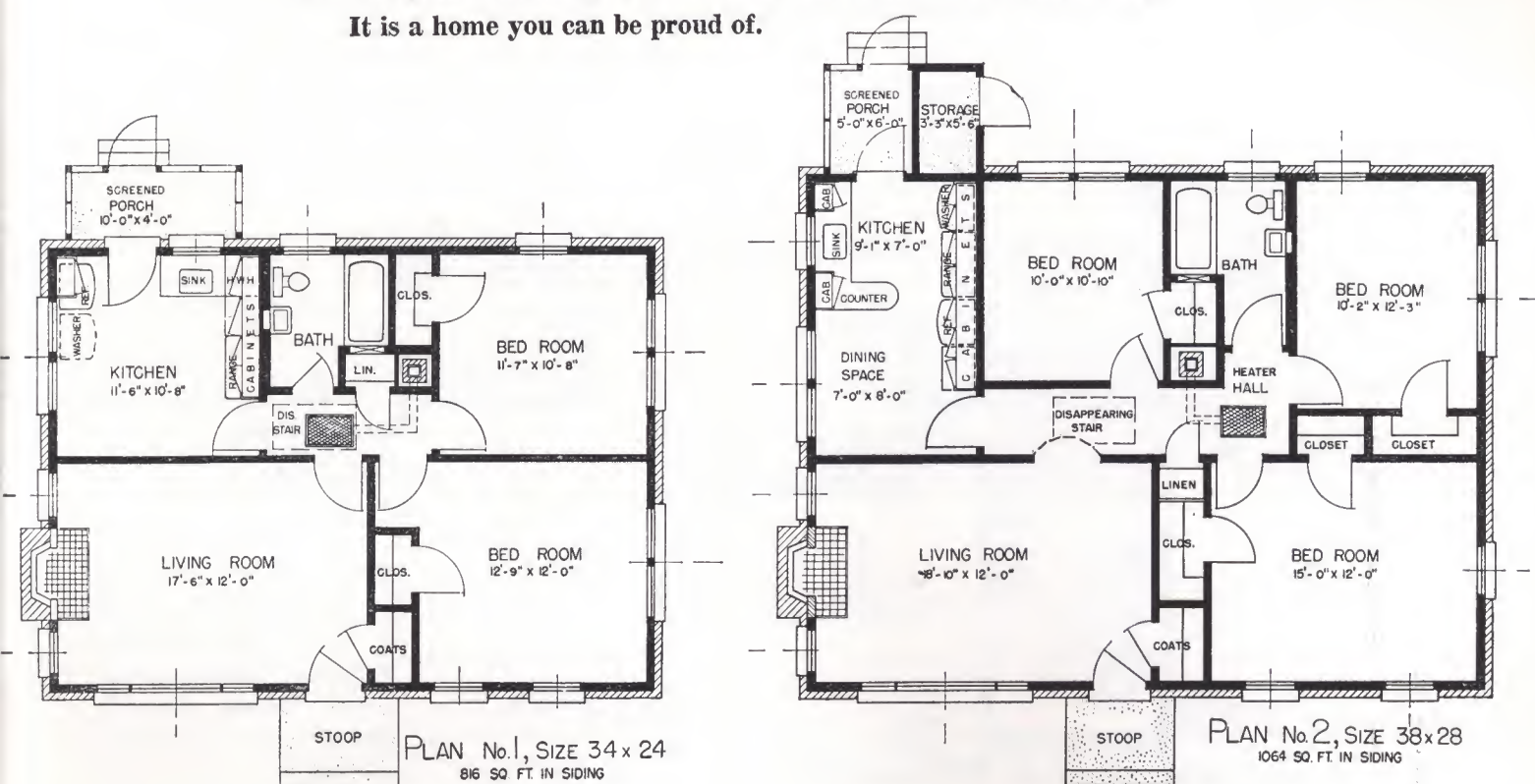
An excellent combination of architecture and economy; pleasing appearance in low cost construction. The low rambling appearance will make it an outstanding home on any lot.





The EDEN

The **EDEN** has something natural and homelike in its appearance.
The floorplans offered give convenience and comfort for daily living.
It is a home you can be proud of.



The DUVALL

The artistic appeal of the DUVALL is enough to make it an addition to any community. With its spread of porch, breezeway and attached garage, it has not only the conveniences but also the appearance of many homes costing twice as much.

For narrow lots, the DUVALL Plan may be ordered without the breezeway and garage.

PLAN No. 4, SIZE 25 x 36
900 SQ. FT. IN SIDING

PLAN No. 2
SIZE 28 x 28,
800 SQ. FT. IN SIDING

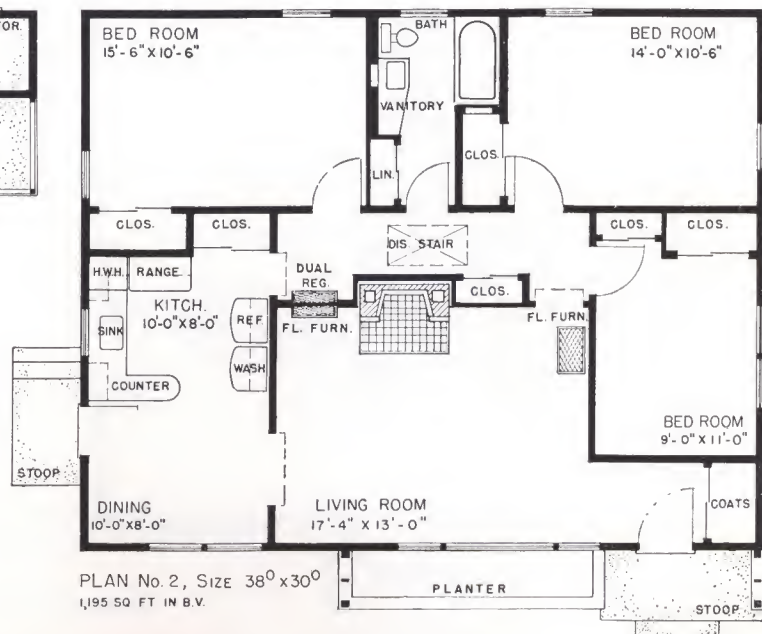
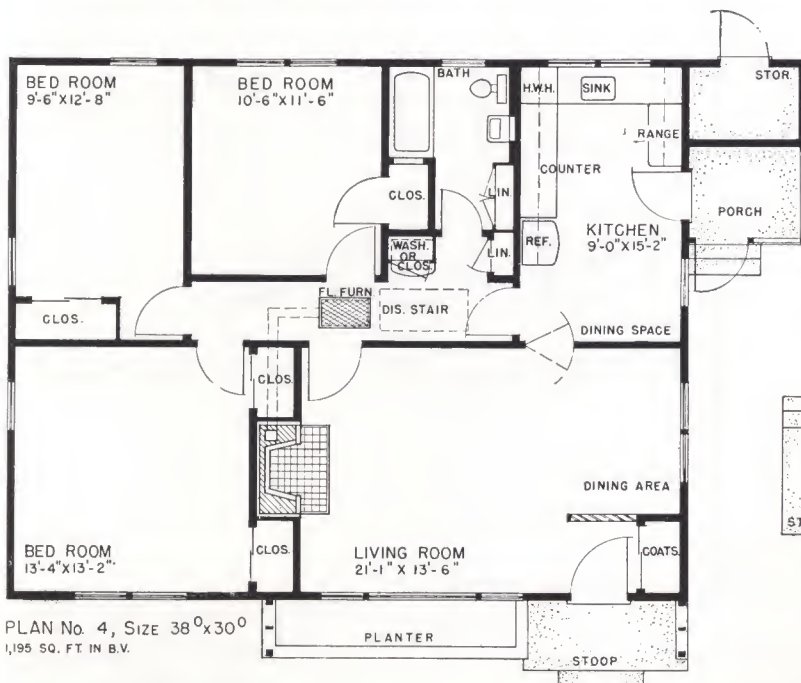
STORAGE
In addition to the closets, cabinets and attic storage shown, See notes top pages 8 and 9.

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The BOYD

The money paid for rent will soon pay for the house rented but it is still the landlord's. For those who resolve to spend their money more wisely, the Boyd will prove to be a permanent investment with daily dividends of independence and happiness.



PHONE ORDERS

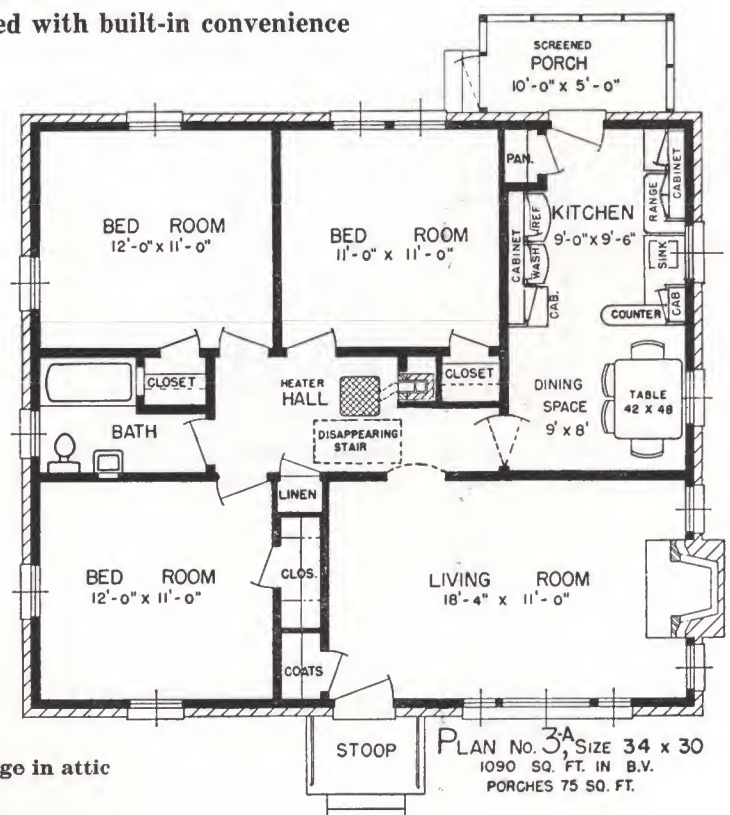
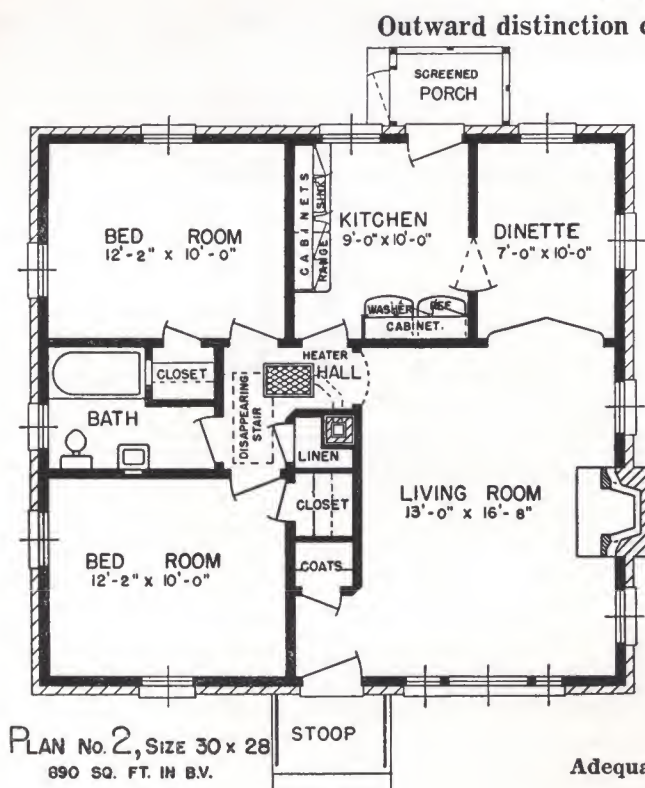
Plans needed in a hurry can be secured in one day by placing a phone call to Standard Homes Co., 246-W, Fuquay, N. C. Calls for stock plans can be filled up to 4 o'clock Monday through Friday. Phone orders to individuals will be shipped C.O.D.



The CAMERON

Brick Veneer

Outward distinction combined with built-in convenience



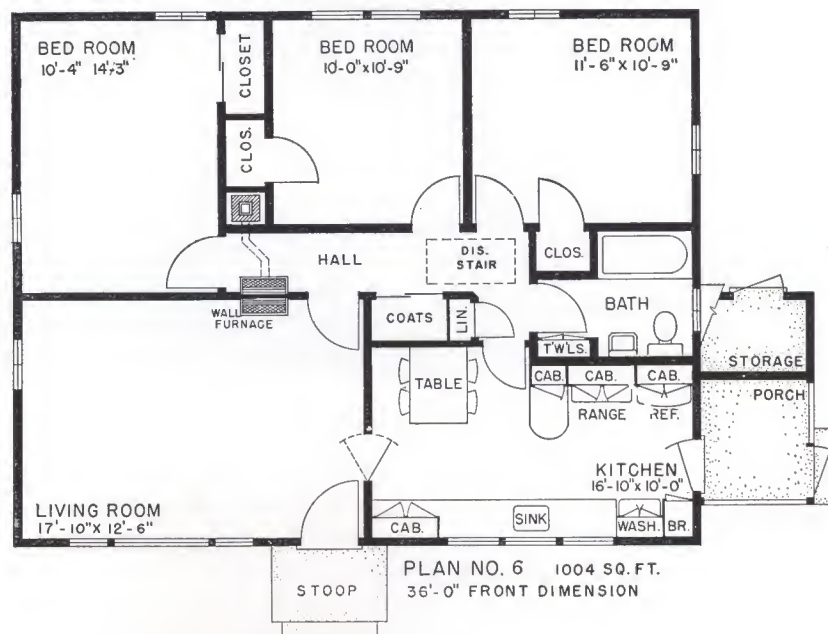
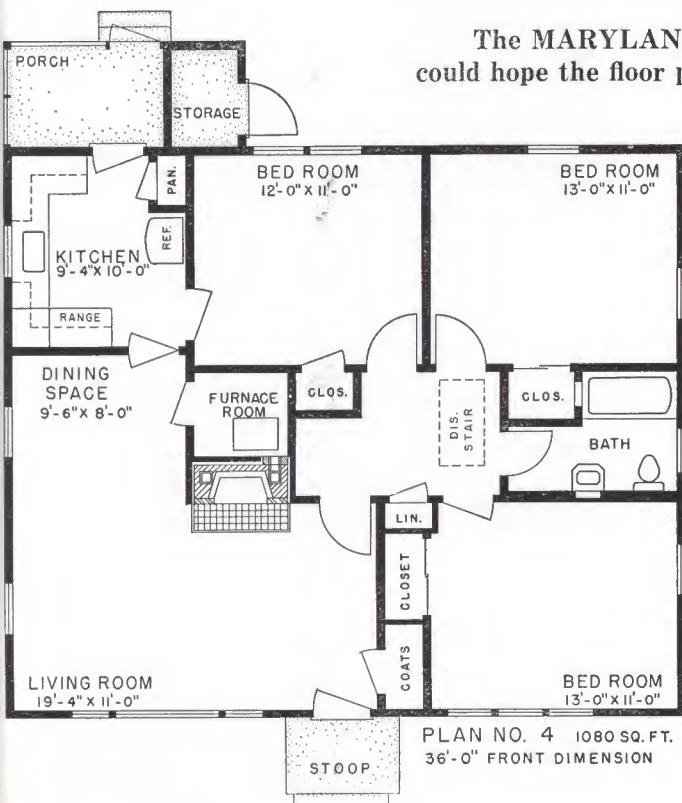
Adequate storage in attic



The MARYLAND

The MARYLAND shows the "modern" touch in a "Colonial Cottage." We could hope the floor plans are up to the appearance.

For 2-Bedroom arrangements, with inside stairway to basement, ask for other plans.



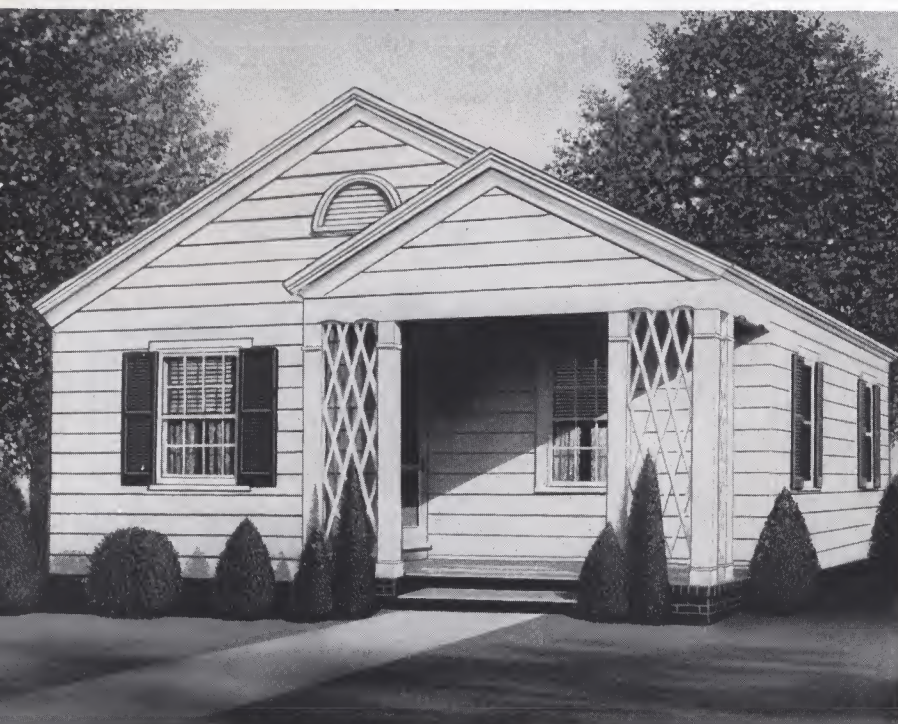
If you build your home through the right loan plan, your monthly payments should be no more than rent. In addition, about half of your payments will be placed to your credit as a saving.



The ALPINE

Are you looking for charm and individuality? Here you will find it and more in the Alpine, for it gives you at once all of the home comforts to be found in many homes of twice its cost.

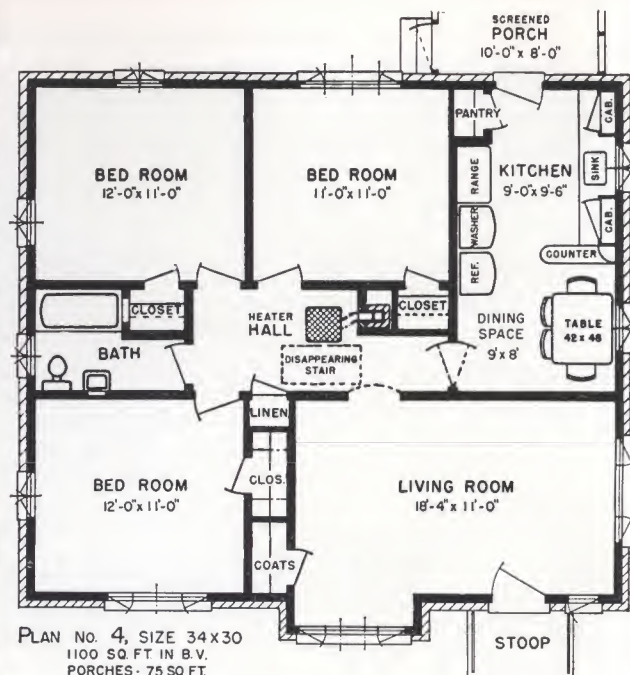
For a 3 Bed Room, Separate Dining Room and Utility Room, size 34 x 28, similar to but reverse of Columbia Plan No. 2, ask for Alpine Plan No. 3.



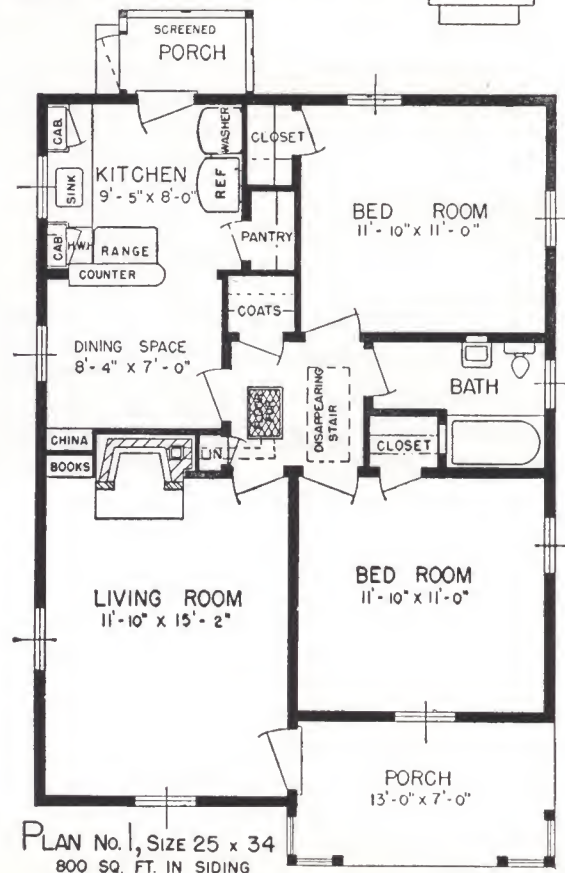
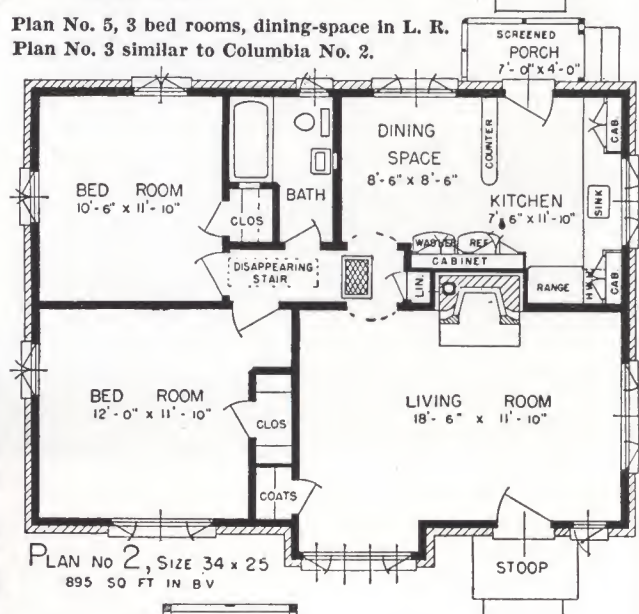
The ELTON

The Elton is another of those homes especially designed for a narrow lot. Dignity and balance are coupled closely for completeness in design and its floor plan speaks plainly of practical living comforts.

For another 2 Bed Room plan with Separate Dinette, ask for Plan No. 2, size 25 x 34.



Plan No. 5, 3 bed rooms, dining-space in L. R.
Plan No. 3 similar to Columbia No. 2.





Asbestos Siding

The BRISTOL

The more one considers the quaint home-like appearance of the BRISTOL the more certain he becomes of its practical merits as a lovely home, as well as a safe investment for his earnings.

The 2-Bed Room Plan, 34x27, has an Entry, built-in Dining Nook, and Hall-to-Kitchen Access thru a Utility Room.



Painted Brick

The MALONE

There is a touch of dignity about the MALONE which places it immediately among homes that run twice as much in cost.

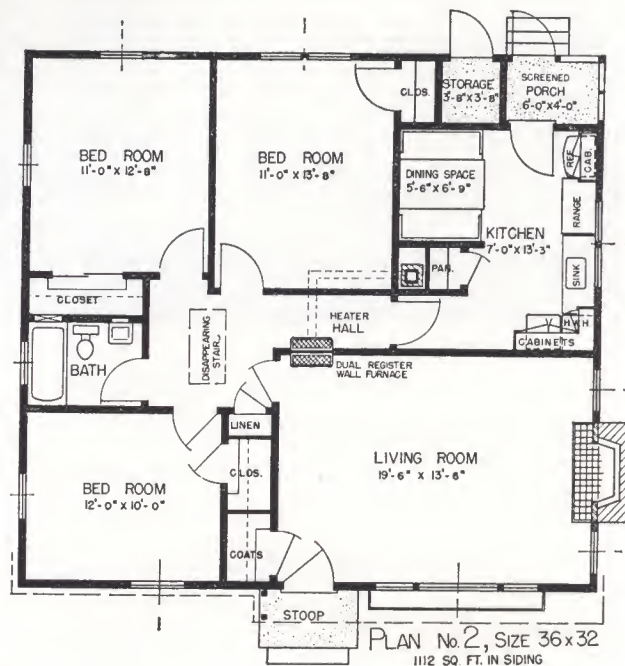
Either convenient plan can also be furnished in siding or block construction and, if desired, wood windows can be substituted for the metal windows shown.

The No. 1 plan has 8 closets! 10½ and 12 feet of shelf and pole space for the Bed Rooms.

LET'S BE REALISTIC

Most of those who study the plans shown in this book could hardly foresee or expect to secure any constant source of domestic help—outside the family, and except for emergencies.

Why not recognize the fact that every extra room—extra step, or foot of space—will add as much to the task of housekeeping as it does to the cost of the home?

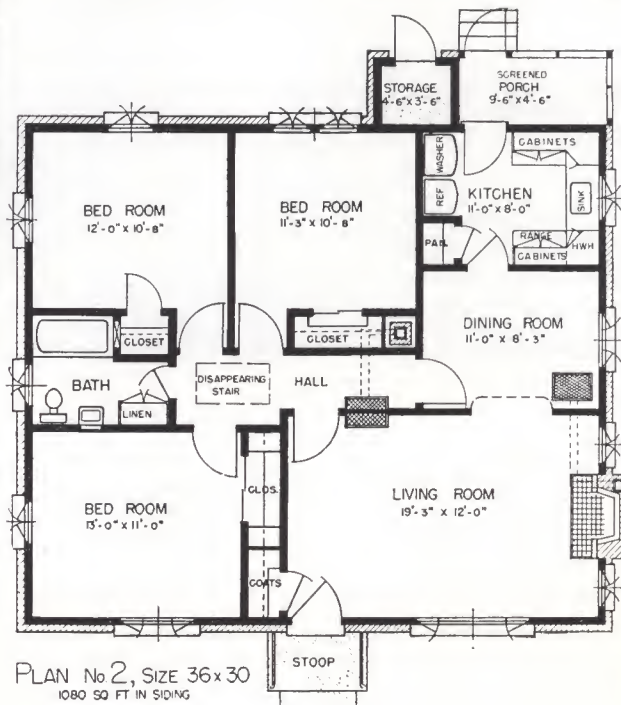


SAVE BY RENTING?

Only those required to move far or often—and perhaps inclined to “jump” their bills—can reasonably hope to pay less for housing by the rent routine, over a period of years.

Few jobs which can be filled by transient personnel ever offer the best pay in the long run.

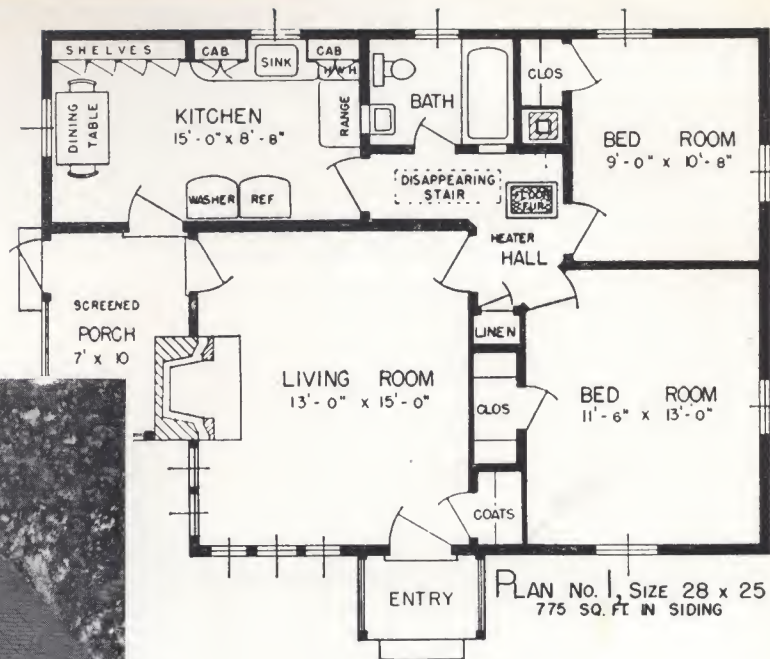
A “permanent” address is an added endorsement for almost any position.



THAT EXTRA ROOM

A generation ago it was "a must" to provide a guest room, or rooms, (and sometimes a stable) for those who came some distance to visit. Today, only the most intimate friends expect meals, or stay overnight.

A fold-away bed offers quite a saving over an extra room for guests; and where the third bedroom is needed for children, extra savings can be maintained by combining the dining space with the kitchen or living room.



The BROOKSIDE

One of the most attractive small homes of recent years. Few fronts achieve so much appeal for so little really extra expense.

Plan 2 provides space in Utility Room for furnace installation, if desired.

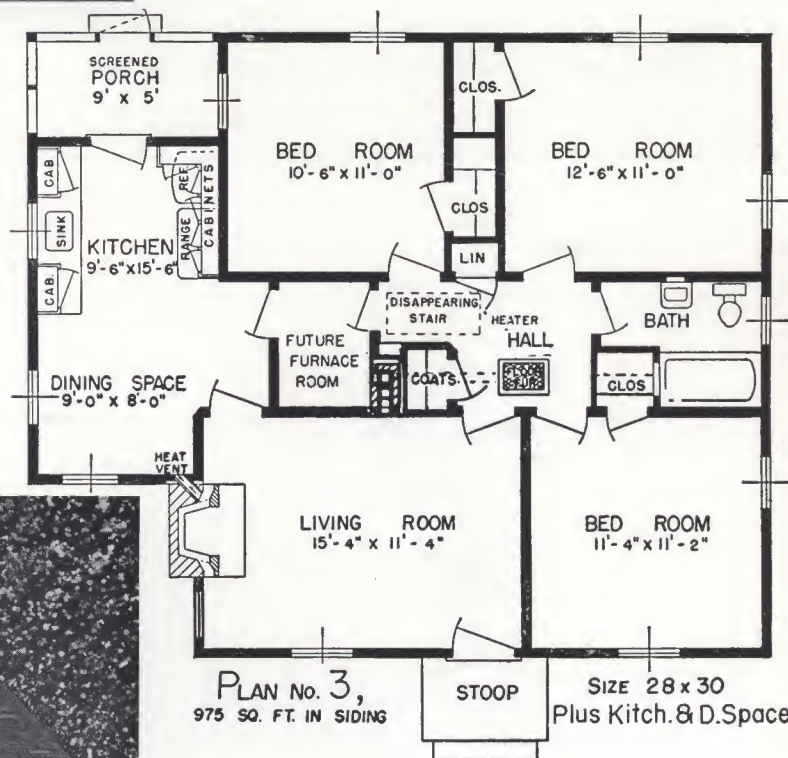
Plan 5-s, 32x25 plus extension, has Dinette open to Liv. Rm. and Kitchen.

WHAT YOU CAN AFFORD

"What part of our income should be spent for housing?" Within one generation, we have witnessed a striking change in the "rule of thumb" answer. With horse and buggy, one-third; with auto, one-fourth; with new standards of education, and added taxes, just a fifth is "conservative", unless you've saved a "down payment" or purchased your lot.

For another method of appraisal, it is currently advised that you pay not over 2 years income of the husband and wife, (where there are, or may be children) or not over 2½ to 3 years income of the husband alone.

With these suggestions in mind, would it not appear to be the part of wisdom to select a small home?



The BOLTON

The BOLTON is another of those "small on the outside, large on the inside" homes, designed to help the owner and builder stretch the housing dollar.

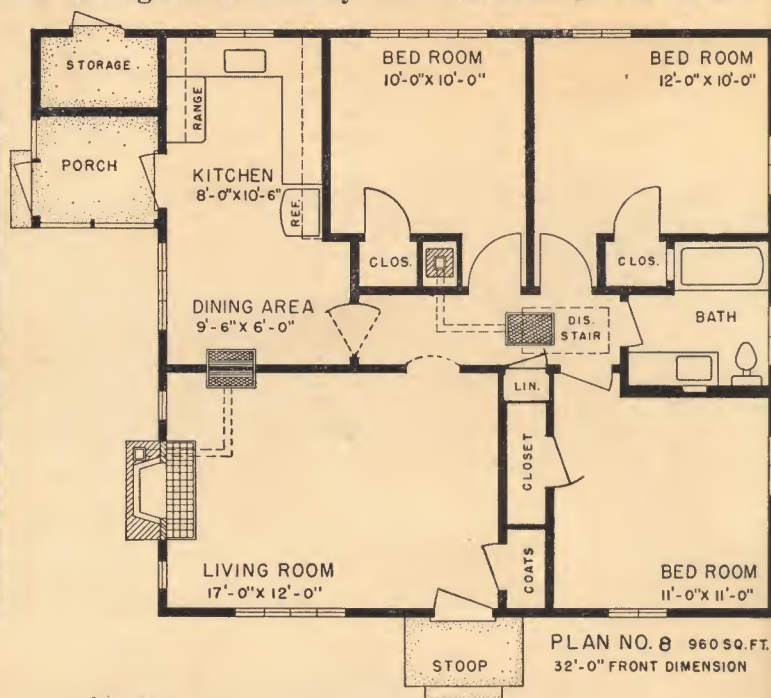
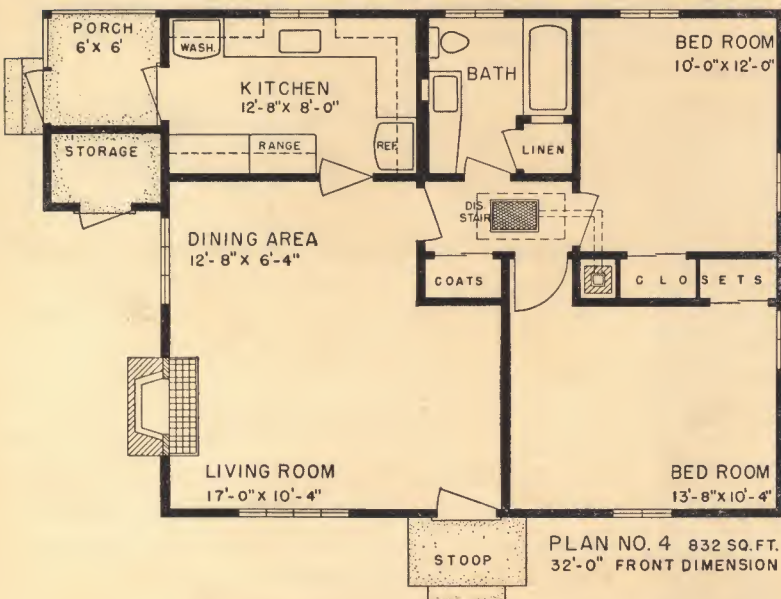
The No. 1 plan has 2 Bed Rooms and a separate Dinette.



THE REVERE

The REVERE has that satisfying appeal of a bright spring day. It would be hard to pin down just what is so different on the outside; we know the interior arrangements embody the elements of well tried basic plans.

*For Inside Stairways to Basements,
Ask for Plan Numbers 1 and 2-W*



For information on "Owner Supervision" or help in actually building your own home, ask for "Folder O" and sample sheet of Isometric Details.

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From the collection of:

Jim Draeger



LIVING ROOM
17'-0" x 10'-4"

STOOP

PLAN NO. 4 832 SQ. FT.
32'-0" FRONT DIMENSION

BED ROOM
13'-8" x 10'-4"

LIVING ROOM
17'-0" x 12'-0"

STOOP

PLAN NO. 8 960 SQ. FT.
32'-0" FRONT DIMENSION

BED ROOM
12'-0" x 10'-0"

BATH

BED ROOM
11'-0" x 11'-0"

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